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# BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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No. 36

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## SECOND ANNUAL MID-WEST ARCHITECTURAL CONFERENCE

CRANBROOK ACADEMY OF ART, BLOOMFIELD HILLS, MICHIGAN

SEPTEMBER 12, 13, 1940

Following the first Mid-West Architectural Conference held at the University of Notre Dame in June, 1939 expressions were heard favoring another this year. Looking toward the establishment of permanent regional associations or councils as provided by the revised by-laws of the American Institute of Architects, C. W. Ditchy, regional director of the Institute's Great Lakes district, has acted as chairman of a Committee on Arrangements for this second annual event.

In announcing it emphasis is placed on its importance to all architects in the chapters and state societies of Illinois, Wisconsin, Michigan, Ohio, Indiana, Kentucky, Missouri, Iowa and Minnesota, and also to all members of the profession regardless of affiliation.

Edwin Bergstrom, Institute President, will be one of the principal speakers at the conference which opens with registration at 1 p.m. on Thursday, September 12.

At 2 p.m. delegates will assemble for a general meeting at which Clair W. Ditchy will preside. Later in the afternoon, the meeting will be divided into regional groups at which plans will be laid for the formation of regional councils and possibly nominations for the office of Regional Director for the Great Lakes district.

Other subjects scheduled make this one of the most promising architectural gatherings in this district for some time.

There will be no organized dinner meeting Thursday evening but delegates will make their own arrangements, and assemble for a lecture; the speaker and place to be announced later.

Attendance of some two hundred architects, ladies and friends, is expected by the committee who point out that this is an excellent opportunity for archi-

tects to meet their fellow practitioners and friends from other sections of the country, as well as to enjoy the emotional thrills at Cranbrook with its beautiful architecture, landscaping, sculpture, and other arts.

With a view to keeping expenses of delegates to a minimum registration will be only one dollar, and arrangements have been made for accommodations at the Detroit Leland Hotel or at the Fort Shelby, with rates, starting at \$2.50 per person.

On Friday, the first session at 9:30 a. m. will be devoted to the subject of the architects part in national defense, with Frederick Garber, chairman of our national defense program, presiding. Mr. Bergstrom will also address this meeting and a further discussion will be held concerning architectural clinics and the small house problem, which will be directed by Branson V. Gamber, President of the Michigan Society of Architects.

Luncheon Thursday will be at Cranbrook and at 2 p. m. Mr. Leigh Hunt, State Association director of the Institute, will speak on unification; while Talmage C. Hughes, chairman of the Institute's Committee on Public Information will lead a discussion on that subject. The concluding event will be the banquet at 7 p. m., Friday with Edwin Bergstrom as speaker and Roger Allen toastmaster.

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## FOR SALE: GRAND ESTATES

As they say when another fine old mansion is wrecked, "You'll never see the like of these again." Of course, this isn't quite true, for Detroit is still building an occasional one of quite elaborate proportions, Alvin E. Harley, director of the Michigan Society of Architects, points out.

"But perhaps that only proves the rule, as does the recent auction of a show place on Detroit's east side river front. The house, bought by Alex Manoogian for \$25,000 was said to have cost \$300,000," he said.

The home referred to by Harley has fifteen rooms, five baths, a bowling alley, billiard room and a boat house.

On Long Island, too, great estates are passing one by one. Some of the most famous were doomed only this summer by changing times. At least one country castle is being torn down to save taxes. Others have been sold and their landscaped gardens and private golf courses cut up into neat suburban plots.

The financial kings who built these show places are gone and their wealth divided among children who have homes of their own. Taxes and upkeep would make terrible dents even in ample incomes.

But there's more than death and taxes behind it all. There's a new mode of life. The young bloods seem to have no taste for the pomp and circumstances which the last generation loved. They like both their houses and their parties simpler and gayer.

*Diamond and Champagne*

Latest of the great Long Island mansions marked for the wrecker is Colonel Henry H. Rogers' beach house at Southampton. Built with millions that gushed from oil wells, it will soon be torn down, at an estimated cost of \$10,000, because of taxes and upkeep.

The fifty room stucco house, with its lavish furnishings and formal gardens, was the scene of glittering parties while Colonel Rogers lived. Guests whose names made headlines chatted with him over cigars in the blue-walled library, and champagne and diamonds sparkled in the huge drawing room, furnished with Italian antiques. After his death it was rarely occupied.

Kheka — Otto Kahn's famous 440-acre place at Woodbury, L. I., also reflects the change of the times. During the life of the famous banker and art patron, the 100-room "French Chateau" crammed with art treasures and books worth a fortune, was the showplace of the countryside. Its parties always made news. Geraldine Farrar and other Metropolitan Opera stars sang at the musicales. But with Kahn's death in '34, the place became a problem.

In the summer of '39, the welfare fund of the New York department of sanitation acquired it and developed it as a vacation and rest center for employees. Street cleaners and garbage collectors romped over the tennis courts and their children splashed in the indoor pool.

*Never Again*

But the project was abandoned this spring when the department of sanitation sought partial exemption from taxes on the place and the Huntington, L. I., town board opposed the plan. The estate reverted to the Kahn heirs and was sold recently to a real



Harley

## SAGINAW VALLEY DIVISION MEETS

Saginaw Valley Architects met August, 14, 1940, at Bancroft Hotel, Saginaw.

Present: Fred Beckbissinger, Paul Brysselbou, Joe Goddeyne, Donald Kimball, Robert Frants, Carl Macomber, Clarence Merrill, William Stone, James Spence, and the Saginaw building inspector, Seth Burnett.

A general discussion was held relative to the enforcement of the state registration law with especial reference to contractors going ahead with many buildings for which drawings had not been prepared by registered architects. It was decided to call this matter to the attention of the proper authorities. A committee consisting of Joe Goddeyne, Alden Dow, and Donald Kimball was appointed to give this matter their special attention. It was agreed that an interpretation of the phrase "for his own use" in the state law be asked of the Attorney General's office.

A discussion was also held relative to the signing of plans by architects and engineers who had not prepared them. This is clearly a violation of the law.

Some discussion was also held on the subject of group advertising.

The consideration of these matter pertaining to the profession brought out some very interesting points and it was felt by all attending that the meeting had been a very beneficial one. It was decided to hold the next meeting in Bay City in September.

JAMES A. SPENCE, Director, M. S. A.

## ARCHITECT IS PSYCHOLOGIST

A business building, or any building, poorly planned and poorly constructed by underpaid contractors soon becomes a liability instead of an asset, according to Malcolm R. Stirton, treasurer, Detroit Chapter, The American Institute of Architects.

"What at first appears to be an economy often results in high upkeep and causes both the owner and the public inconveniences, physically as well as economically," he says.

Before proceeding with the building of your store, market, apartment, office building or manufacturing plant, Stirton suggests that you find out what an architect can do for you.

"The trained architect considers your problem from a production standpoint," he says, in pointing out that an architect is an economist as well as an economy.

"Moreover, he is a psychologist, for he pre-determines how the public will act under a given set of circumstances. Good architecture is not dated and will not depreciate."

estate development company to be platted for commuters' homes.

Mrs. Graham Fair Vanderbilt's 115-acre estate at Manhasset has already been subdivided. Another Long Island show place offered for sale is the late Clarence Mackay's big Roslyn estate, where the Duke of Windsor was entertained as Prince of Wales. Samuel Untermyer, who died last March, disposed of his suburban estate by proffering it to New York state for a public park.

Thus the estates are following the Fifth avenue mansions into the limbo of the past. As the owner of one of these mansions, filled with a fortune in art treasures, summed up the trend of the times recently when he was showing a reporter his house: "Take a good look. You'll never see the like of this again."

## PRACTICE IN CHINA

BY "KALLEE-DIJON"

From Ohio Architect

When an American sets up an office in China, he must get a "Hong name"—that is, he must go to an educated Chinaman and be given a distinctive name, which naturally must have a meaning.

The same is true with a Chinaman who desires to set up an establishment to cater to the American. He must get an official name from the Chinese, but the trouble is here that he generally goes to the American sailors for the Hong name, and I will quote you the American Hong names which I have seen in beautiful raised metal letters, such as:

1. John Yellow Belly, Shoe Maker.
2. Barnical Bill, Sail Maker.
3. Who-Flung-Dung-Kee, Contractor.

The word "Kee" means contractor, a typical name being Sin-Jin-Kee, Contractor.

The architectural office consists of:

1. A compradore, who is your Chinese manager, working on a percent of your business. He makes the contacts with Chinese owners, and he has four or five assistants who bring business in to the foreign master. He must entertain a great deal in night life and the usual tea parties and "talkie talks."

2. The next in order is the Schroff, who by nature is a natural bookkeeper and money changer. He is the fox. He extracts "squeeze money" from the contractors for the privilege of talking to the head master, the Architect. This money is distributed pro rata through the office and down to the draftsmen.

Confucius teachings have made him adept in remembering names and accounts, to memorize anything. He does not have to look up in account books for the costs of work done years previous.

3. The next are your stenographers, who become quite good considering that they have to write in a foreign language. American women stenographers do not fare so well, as men do the work of women, and, after all, if a girl is born in China, it is not considered good luck.

Your draughting room becomes a school of architecture. Wealthy fathers ask you to place their sons in your office, all working for food and travel money. Under foreign head-draughtsmen they learn very fast, become very efficient in mathematics, engineering, concrete design, and their draughting is superb in minute details, but naturally they misspell some funny names on your plans if not well supervised.

In other words, the American architect is known to have a creative mind, whereas the Chinese and Japanese are good at copy work.

You can talk about the "Fifth column" in the United States, but just employ German, Russian, Italian, Czecho-Slovakian draughtsmen, as we did in our offices, and you will soon discover what intrigue really means and how it works under cover.

American-born nationals have never been brought up from the cradle to intrigue, and are not looking for it from other nationals under cover.

Procedure in architectural business:

1. Often a paid competition between American, British, French and Spanish architects.
2. Plans and specifications in the usual way, but never any stock details.
3. Full size details are laid out full size without breaks.
4. Contract figures taken and lowest man gets the job.
5. Construction bonds are not heard of. The contractor's word is his bond, and it is as good as gold. He never fails.
6. Changes in plans and materials, to a certain degree, does not entail extras.
7. Constant supervision is necessary, usually by a qualified American builder, but no foreign contractor can succeed in the Orient. The labor system will ruin him. Concrete hoists are not allowed. It goes from the mixer in a human conveyor of women in bamboo baskets to the top of building.

Contractor's procedure:

1. The contractor first builds extensive bamboo sheds, sets up carpenter benches, lays planks between bamboo trusses for sleeping quarters. An ordinary \$15,000 residence would probably have 100 skilled mechanics and apprentices. The apprentice is his son or nephew who learns the trade from the bottom up. He first makes hand tools for the father.

A cook contracts to feed them for \$2 per month.

They work ten hours per day for 40 cents, equal to 4 cents at present exchange. They are master mechanics in masonry, carpentry, plastering, painting. They make the hardware and bronze work by hand.

Until recently there were no woodworking mills in China. The custom is to deliver huge logs to the site; the foreman marks the end of the logs for all detailed sizes of mouldings and trim and the log is whip-sawed by two workmen. The lumber is stacked 30 to 40 feet high to air dry in the hot sun.

No building is built in less than a year, as time means nothing.

There is no leaking of brick walls. The masons first pick up the brick and cover the ends and beds with mortar, smooth it out, then lay the entire unit, but don't forget that labor is 40 cents a day for 10 hours' work.

The best method to hurry work is to give the masons a pack of cigarettes.

Thieves' Union: China has a Thieves' Union, and unless the contractor contributes to it, he will be minus expensive materials.

Execution of work is very high class. The mechanics take great pride in their work, and really excel.

Building costs are about the same as in the United States. Cheap labor is offset by imported materials. The American Club in Shanghai paid \$150 per 1,000 for ordinary \$25 face brick, but to get around this, the facades are now laid up with  $\frac{1}{2} \times 2 \frac{1}{4} \times 8 \frac{1}{4}$ -inch face brick tile, plastered to locally handmade brick.

Cement plaster and concrete: You never see hair checks in cement plaster in China. The cement is slow-setting and walls do not leak.

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# MICHIGAN SOCIETY OF ARCHITECTS BOARD MEETS AT MACKINAC ISLAND

## GUESTS OF UPPER PENINSULA DIVISION

For the first time in its history the Michigan Society of Architects board were guests of its Upper Peninsula Division, at a board meeting on August 24, and those present felt that they had "discovered" the Grand Hotel as the locale for a future MSA convention. Nothing was too good for the twenty delegates, their wives and friends, not even the famous Governor's Suite as a meeting place.

Preceding the board meeting a luncheon was held in the Pontiac room, resplendent with its new decorations and windows curved all around to make the most of an indescribable view. Even the music and flowers were not forgotten by Dave Anderson and his committee, who swung into action immediately upon acceptance by the board of their invitation, securing not only a special rate but also special attention to make the visit a memorable one.

### Ladies Welcomed

Among those present were Dave Anderson and wife, Blanche; Derrick Hubert and wife, Delia; Harry Gjelsteen, Wallace Olson, Neil Gabler and wife, Lillian; Jack Thornton and wife, Barbara; Bill Cuthbert and wife, Mary and guest, Mrs. McCormack of Chicago; Bill Palmer and Nina and guests, Mr. and Mrs. Burrell Sisterson of Pittsburgh; Gus Languis and daughter, Mary Anne; Ned Tuttle and son, Ned, Jr.; Branson V. Gamber and Talmage C. Hughes.

President Gamber spoke a few words at the conclusion of the luncheon, welcoming especially the ladies and paying tribute to the Upper Peninsula members for their splendid reception. He touched upon the Historic American Buildings Survey sponsored by the American Institute of Architects and the Library of Congress, which in 1936 under his direction surveyed the fort and old mission church on the island. The ladies took advantage of the beautiful weather to spend the afternoon viewing these and many other points of interest, reporting later that they received "quite a thrill."

But before the luncheon adjourned Dave Anderson took the opportunity on behalf of his constituents to thank the visitors for journeying far to make this an "auspicious occasion." He pointed out this was the first organized meeting of architects ever to be held for the Upper Peninsula, and while we were not quite there we were getting closer. He thanked the "southerners" for carrying on so nobly in behalf of the profession and pledged the continued loyal support of his group.

### Board In Session

At the board meeting president Gamber credited Bill Cuthbert with the formation of the Society into local divisions, which has made it really State-wide.

In the absence of Kenneth Black, Chairman, Committee on Legislation, Derrick Hubert, a committee member, rendered an interesting report on this subject, including recommendations for future activities.

Talmage Hughes reported for the Committee on Public Information and much interest was evinced in this subject. He stated his intention of calling a meeting of his committee in the near future in order

to better organize architectural publicity in the state.

A lively discussion was held concerning large engineering-contracting concerns furnishing architectural services and definite steps were taken to "do something about it."

Gamber announced the next board meeting for Ann Arbor in September to consider student drawings of auto courts, coming under a committee headed by Ken Black. The October meeting, the president said, will be held in Detroit when all committee chairmen will be invited to attend and report. He urged attendance at the Mid-West Architectural Conference at Cranbrook, September 12 and 13. Ned Tuttle and Dave Anderson were elected as the Society's delegates.

### Sight-Seeing in Carriages

Toward evening the ladies joined us in a trip around the island, via horse-drawn carriages with driver who kept up an interesting routine descriptive of historic and romantic places. Jokes and riddles were thrown in at no extra charge.

In the hotel is a portrait of John Oliver Plank, distinguished hotel operator who built the Grand Hotel in 1887. His associates included Commodore Cornelius Vanderbilt, Mr. Chauncey Depew, Mr. George Pullman, Pennsylvania Rail Road and D & C Navigation Co.

Mackinac Island is unmatched for rare beauty; at the pivotal point of three great lakes, it is a blend of the quaint past and the picturesque present, touched with the mystery that lies at the heart of all loveliness.

There are no automobiles, only horses and carriages, rolling chairs and bicycles; and of course the Grand Hotel has the world's longest porch; and one can sleep there, too, with only the waves and the occasional clatter of horses' hooves.

Sunday morning a reluctant group made their way back to realities.

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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.  
Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.  
Plans for 4 stores. 7 Mile & Lappin, Store Bldg., Kercheval Ave., G. P. P.—Bids closed Aug. 12.

**BENNETT & STRAIGHT**, 13526 Mich. Ave.  
1200-seat Theatre, Birmingham, Mich., fig. closed.

**DeROSIERS, ARTHUR**, 1078 Macabees Bldg.  
Greek Orthodox Church of the Assumption—Bids closed.  
Church, Lexington, Mich., Taking fig.

**DIEHL, GEO F.**, 120 Madison  
Plans for Gym & Auditorium, N. E. Detroit.  
Church Add. 80x106' East Side, Detroit. Taking fig.  
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Plan for Theatre—McNichols & 7 Mile Rd.

**MALCOLMSON, CALDER & HAMMOND**, 1217 Griswold  
Prep. sketches for add. to Dexter Baptist Church.

**McGRATH & DOHMHEN**, 3648 Mt. Elliott  
Plans for Alpena High School, to cost \$550,000.

**MERRITT & COLE**—1111 Collingwood  
Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.  
Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.  
Fig., Bethesda Lutheran Church, Evergreen Rd., closed.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.  
Plans for Res. & Medical Office, 7 Mile Rd.

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Taking fig., Clara B. Arthur School add.

**STAHL, JNO**, 820 Francis Palms Bldg.  
Fig. on Church 40x80, Closed.

**WRIGHT & ROGOVY**—929 Fox Theatre Building  
Kinsel's Drug Store, fig. closed.  
Bldg., Boyer's Haunted Shack, Gd. River & Oakman. Bids closed.

**WEST, ROBT. J.**—512 United Artists Bldg.  
Taking bids Truth Evang. Lutheran Church.  
Taking Bids Holy Cross Evang. Lutheran Church.  
Holy Cross Parsonage awarded to Fred Weiss.  
Prep. plans for 5 gas stations for Citrin & Kolbe Oil Company.

## HEADLINES

According to a report by Marshall Gardner Lindsay, chairman of the Pittsburgh Architectural Club's Picnic Committee, they did pretty well with public information. Says Lindsay:

"The newspapers, The Post-Gazette, The Press and The Sun-Telegraph; The Building and Real Estate Journal; The Builders' Bulletin; and Charles Danver's "Pittsburghesque," in The Post-Gazette, were contacted for publicity. Copies of notices from the Builders' Bulletin, Building and Real Estate Journal and "Pittsburghesque" are attached. Items in the newspapers were reported to the committee but clippings are lacking because the committee did not scrutinize the papers for these items. (Gesture of Hanging Head in shame). The Bulletin Index and the Construction Digest should have been contacted but, due to an oversight, this was neglected. (What the—?)."

August 26, 1940

Mr. Arthur K. Hyde  
942 Atkinson Avenue  
Detroit, Michigan  
Dear Mr. Hyde:

The Board of Directors of this Society, meeting at Mackinac Island on August 24th, passed a resolution of sympathy for the passing of your father. The Board instructed me to express our deepest sorrow for the loss which you have sustained.

In this time of your bereavement, you should take comfort from the knowledge that your loyalty and devotion to your father made his recent years happier, and his physical impairments easier to bear.

Adding my personal expressions of sympathy, and with kind regards, I am

Yours sincerely,

BRANSON V. GAMBER  
Pres. Mich. Soc. of Architects

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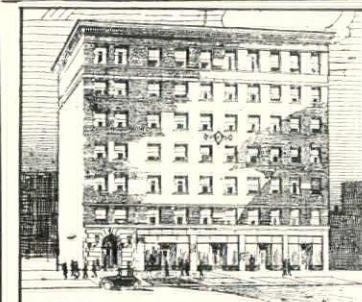
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# WEEKLY BULLETIN



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Volume 14

DETROIT, MICHIGAN, SEPTEMBER 10, 1940

No. 37

## JOINT EXHIBITION AND HONOR AWARDS

to be held by

DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS  
DETROIT DIVISION, MICHIGAN SOCIETY OF ARCHITECTS

Detroit Institute of Arts—October 1 to 15, 1940

A joint committee headed by Ralph R. Calder, representing the Detroit Chapter of The American Institute of Architects, and Frank H. Wright, representing the Detroit Division of the Michigan Society of Architects has been appointed to complete plans for an exhibition at the Detroit Institute of Arts this fall. The Chapter's part of the exhibition will be a resumption of the Honor Awards held here for several years up to 1931. The Division's section will be devoted to architectural sketches in various media, models, etc. More complete details will be given in future issues of the Bulletin, but it is important that those expecting to exhibit begin now to prepare material.

### Honor Awards

Mr. Calder has issued an invitation to A.I.A. members, either residing in the Detroit area or elsewhere, to submit examples of their work for this exhibition. Exhibits will be confined to buildings completed in the Detroit Chapter area since March 1, 1931, and buildings completed since this date by members of the Detroit Chapters regardless of the location of the buildings. Exhibits will be classified under commercial, industrial, residential, institutional, etc.

### Uniform Requirements

For all photographic exhibits the Exhibition Committee is establishing uniform sizes of uniform tone, no frames, on simple mounts.

All enlargements shall be 15" by 20" or 22" by 30" only. They may be either horizontal or vertical. All photographs shall be on cream white photographic paper. They shall be mounted on heavy pulp board about  $\frac{1}{4}$ " thick and shall have  $\frac{1}{2}$ " black passe partout border except that for lettering the bottom border shall be 1" wide. Lettering shall not exceed this dimension and shall consist of simple black letters on a white strip of paper  $\frac{3}{4}$ " wide pasted to the 1" border. Sizes given shall be inclusive of borders. One dimension of photograph may be filled out with a properly tinted photographic paper if essential for composition, but mat and passe partout sizes must be maintained.

### Plans

Black and white plans are essential. Exhibitors submitting plans must conform to sizes of photographic mounts and give thought to their harmony with the photographs. This is essential where such work is part of a photographic group to assist the committee who will do all they can to keep group intact and individual work in groups.

### Sketch Exhibition

Frank H. Wright, Chairman of the Division's Exhibition, invites all members of the Michigan Society of Architects to submit material for his part of the show. Any kind of sketches in any medium will be acceptable, so long as they have an architectural character.

Uniform requirements will be the same as stated under Honor Awards.

Wright has announced his committee consisting of Messrs. Howard Simons, Wirt C. Rowland, and Eric Smith.

### Models

For both the Honor Awards and sketch exhibition a distinguished jury of out-of-town architects will be engaged. Models will also be accepted and all material for both exhibitions will be sent direct to the Institute of Arts. All material will be subject to the approval of the hanging committee.

Material is to be delivered and called for at the sender's risk, although every care will be exercised by the committee to protect the drawings from damage.

No material should be sent until later when a release date and full details will be given.

### Lectures

These exhibitions will be in connection with a series of lectures on architectural subjects at the Detroit Institute of Arts from the auditorium beginning with a talk on Tuesday evening, October 1, and the three consecutive Tuesday evenings thereafter.

Begin now to prepare material and should there be any questions as to details of the exhibits a telephone call to either Ralph Calder or Frank Wright should give you the information desired.

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## SECOND ANNUAL MID-WEST ARCHITECTURAL CONFERENCE

### CRANBROOK ACADEMY OF ART Bloomfield Hills, Michigan

Thursday and Friday, September 12 and 13, 1940

#### PROGRAM

#### THURSDAY, SEPTEMBER 12, 1940

Afternoon:

- 1:00 P. M. Registration.
- 3:00 P. M. Opening of Conference.
- Address of Welcome, Eliel Saarinen, President, Cranbrook Academy of Art.
- Response: Edwin Bergstrom, President, The American Institute of Architects.
- 4:00 P. M. Organization Meetings of Regional Councils.

Evening:

No organized meetings scheduled.

#### FRIDAY, SEPTEMBER 13, 1940

Morning:

- 9:30 A. M.—12:00 M. Round Table Discussions.
- A Unification, Leigh Hunt.
- B Public Information, Talmage C. Hughes.
- C Defense Preparedness, Edwin Bergstrom, Frederick W. Garber.

Afternoon:

- 12:30 P. M. Luncheon, in the open at Cranbrook.
- 2:00 P. M.—5:00 P. M. Continuation of Round Table Discussions.
- D New Fields of Service.
  - 1—Architectural Clinics, Branson V. Gamber.
  - 2—Auto Courts, Kenneth C. Black.
  - 3—Small Houses, Edward D. Pierre.
  - 4—Fireproofing Standards and State Codes, Peter Brust.
- E How to Sell Architectural Organizations to Architects, Paul Gehrhardt, Jr.

Evening:

- 8:00 P. M. Banquet at the Pavilion; Speaker: Edwin Bergstrom, Toastmaster: Roger Allen.

Adjournment.

All architects, their ladies and friends are invited.

#### MEETING

#### DETROIT CHAPTER, A. I. A.

CRANBROOK, SEPT. 12, 5:30 P. M.

Immediately following the afternoon session Thursday there will be a brief meeting of Detroit Chapter members, chiefly for the purpose of electing a nominating committee to prepare a slate of officers to be voted on at the Annual Meeting in October.

#### Fifth Architects—B. & T. Golf Outing

The fifth golf outing of the Architects, Builders' and Traders' will be at Orchard Lake Country Club on Tuesday, September 17. Three dollars and twenty-five cents will cover golf, dinner and prizes.

This outing is going to be **GENERAL BUILDERS DAY** and a good attendance from that group is expected.

Bill Seeley is doing a swell job on these outings and the industry, and especially architects should get behind him to make them even bigger and better than they are now.

#### WITH THE EDITORS

By Howard Dwight Smith, A. I. A.

From The Columbus, Ohio Rotary Club Bulletin

To serve society by the practice of the professions generally implies adherence to and compliance with certain standards of preparation, ability and ethics which are set, (as nearly as such things can be) by law. The doctors, the dentists, the lawyers, the ministers, the engineers, the realtors, the teachers, the insurance counsellors, public accountants and architects are among those public servants who must meet these standards and obtain licenses from the State to serve their fellow men. It is the purpose of the BULLETIN for its four issues in April to set forth for the information of Rotarians the standards of some of the professions represented in the Columbus Club, and we hope that future editors from time to time, with the aid and blessing of the Vocational Service Committee may continue the policy.

Take the architects, for instance. Only last week 48 men took a four day examination, held by the State Board of Examiners of Architects, to test their qualifications to use the title "Architect" in Ohio. Most of these men were applying under the provisions of the law which requires (1) academic training equivalent to that for entrance to Ohio State University, (2) three years experience in the office of a qualified architect, (3) passing grades in the examination which covers ten subjects: design, composition and architectural history; structural engineering and graphics; heating-ventilating, plumbing and electric work; specifications and supervision. To these three is added an oral examination or a personal interview with the Board of Examiners.

The registration law in Ohio became effective in 1931, and every architect who had been practicing in the State for a year prior to that time was given a certificate. You see that saved a lot of us the arduous ordeal of the examination, but it keeps the young fellows, now coming up, always on their toes. The law is administered by a board of five, each appointed for a five year term by the Governor. These men are all practicing architects who serve for a per diem fee of \$10.00 for the few days each year that the board is in session. Routine of the board is generally handled by a secretary who serves part time and whose remuneration is set by law at not to exceed \$500.00 per year. Expenses of the board are borne by the income from registrations and renewals.

The registration fee in Ohio is \$10.00 and the annual renewal fee is \$3.00. There are some 10,000 registered architects in the entire country, of whom approximately 900 are licensed to practice in Ohio. The 43 States which have architects' registration laws maintain reciprocal relations through the medium of the National Association of Registration Boards, which in co-operation with the American Institute of Architects seeks to establish similarity of requirements in the several States for the maintenance of high professional standards in the public interest.

#### OUR APOLOGIES

We are trying to get papers and magazines to give credit to the architect when buildings are shown or mentioned. Should the Bulletin not set the example? I think Mr. Van Allen's name should have been given in connection with the Chrysler Building article, Aug. 27. This is offered as a friendly suggestion.

JIM SPENCE

## THE MAN BEHIND THE MODERN ELEVATOR

*A Radio talk by the Hi-Speed Factfinder*

The Factfinder adds another portrait tonight to his gallery of "Men Behind the Names". He tells you the story of Elisha Graves Otis—whose elevator made possible the American skyscraper.

Odd when you come to think of it—the modern American city was made possible by a farmer boy from Vermont. For where would your skyscraper be without the elevator?

Not that this farmer invented the elevator. They had freight elevators in ancient times, although they amounted to little more than crude hoists operated by animal power. And the mine hoist gave miners precarious journeys to and from their work.

But the story of the modern elevator properly begins with a young man named Elisha Otis. Not so young at that—he was in his forties before he tangled with what Britishers call "the lift". When it comes to the story of Elisha Graves Otis, you're well in before you come to the elevator part. And the elevator entered the man's life as casually as pork meets beans.

Elisha was one of six kids. His father owned a farm, was also Justice of the Peace, and besides that served in the state legislature. Nothing unusual happened in Elisha's life until he was nineteen. Then he went to Troy, New York, and worked in the building business. Poor health forced him to abandon the job, and he went in for trucking goods between Troy and Brattleboro, Vermont. About this time he fell in love with Susan Houghton; and he married the girl. He also saved his money, and was able to build a house and grist mill on the Green River in Vermont. The mill was a flop. So he turned it into a saw mill, and also made wagons—both with some success. He was just thirty-one when his wife died, leaving him with two sons—Charles who was seven, and Norton who was two.

Again Elisha's health went back on him, and he gave up his saw mill and his wagons, and moved to Albany where he became master mechanic of a bedstead factory. Five years after Susan died, he married Elizabeth Boyd. He worked and saved for three years, and then set up a little machine shop where he invented a turbine water wheel. Hard luck dogged him. Albany took over the creek which had supplied his shop with power, and turned it into part of the city water supply. This drove Elisha back to the bedstead business—only this time he landed in New Jersey. Man he'd worked with in the Albany Company, had established his own business. Mr. Otis was now forty years old.

His employers decided to build a factory in Yonkers, and they put Elisha in charge. When it came to installing an elevator, Elisha displayed unusual interest and incorporated a number of his own ideas. One of these was a safety device by which the elevator would be caught and held in the event that the hoisting rope or chain broke. Device consisted of a kind of wide-spread wagon spring that would catch on ratchets arranged on each side of the shaft.

People had been somewhat skeptical about elevators up to this time. No buildings were taller than six stories. But word of the safety invention of Elisha Otis got around, and before he knew it, he had orders for three elevators from New York manufacturers.

He abandoned the bedstead and opened a shop in Yonkers. This was the beginning of the elevator

business in the United States. And this was in the 1850's.

In 1854, Elisha Graves Otis, in tall hat and whiskers, demonstrated the safety of his elevator at the Crystal Palace exposition in New York. He'd have himself hoisted about fifteen or twenty feet, then bravely cut the ropes. And he lived to tell the tale. That's what started the great American sky scraper. Men began to order Otis elevators.

Elisha's oldest boy, Charles, was mechanically minded like his dad, and was now in his early twenties, and wise enough to persuade his father to give up his other gadgets and concentrate on elevators. Elisha had invented a brake for railroad cars, a steam plow, a rotary oven and an automatic wood turning machine. Now he invented the steam elevator—and that was a milestone.

Up to this time, elevators had been step-children in manufacturing plants, deriving their power by belts from the main sources of power. Now, Mr. Otis gave the elevator its own steam engine which made it independent.

Both of his boys went into the business with him. He was a man of strong mentality who took active part in the moral and political issues of his times. He was for temperance, and he opposed slavery. In 1859, he predicted that slavery would be abolished within ten years. It was, of course, a prediction that came true; but Elisha Graves Otis didn't live to see the day. He died in 1861. But he had lived to see buildings grow from a height of six stories to twenty stories and even more.

His boys carried on his business after him. Otis elevators climbed the Eiffel Tower and the Washington Monument; they carried freight and they carried people. The Otis company built inclined railways in the Catskills and the Adirondacks. It pioneered in hydraulic power and with the electric elevator. It gave the elevator greater speed. It made it automatic with push buttons. The Otis Elevator Company also invented the Escalator—or moving stairways, as we used to call them. The first escalator was installed in a Philadelphia department store after being displayed at the Paris Exposition, and after nearly forty years, that first escalator is still in use!

But the elevator's the thing! And it's full of interesting complications. Consider the fact, for instance, that as long as an elevator car stands still a passenger weighs what he weighs, and that as long as the car moves upward at a fixed rate of speed, he weighs what he weighs, too; but if the elevator increases its rate of upward speed by just over 32 feet a second—he weighs twice as much: Get a carful of people suddenly weighing two, three and four times as much and you can see the strain put upon the elevator—to say nothing of the people. It seems that fifteen hundred feet a minute is about all the lift a human being can stand without coming down with a slight case of "the bends". Consider the problem too of making an elevator remain absolutely level with the floor as people pile in and stretch the cables. Consider, too, the dark moment when a man got into the first closed, box-like car and put it into rapid motion before he realized that he couldn't see where he was. He got out of that one, when the car slowed down automatically and came to a gentle stop at his desired floor.

Today the Otis Elevator Company of Cleveland is the largest elevator company in the world. It has three manufacturing plants in the United States alone, with others in eight other countries—to say nothing of a couple of assembly plants in South America. It employs over twelve thousand people,

and in 1938, installed Otis elevators in fifty-one different countries. The company is big because it has high standards.

And say: The modern elevator is automatic because it travels faster than seven or eight hundred feet a minute—at which speed an operator loses control. And there are automatic safety devices to stop an elevator when it starts traveling too fast. The only safety device in the fast-moving automobile—is the driver. And THAT'S A FACT!

### BIGNESS

Size is but one of many contributing factors or elements of value. By general comparison, the importance of size, or bigness, dwindle down to minor significance, even to adverse consideration, at times.

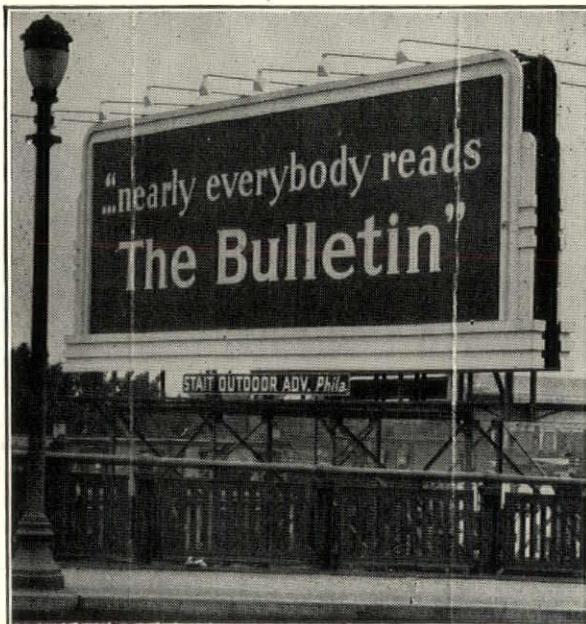
There is a natural appeal to bigness, or size, arising out of curiosity, largely. State Fairs have the biggest pumpkins on display. Circuses feature the biggest humans, elephants, etc. We often visit cities because their bigness is emphasized or advertised.

Municipalities have vied with one another in size and population. Detroit contested with others and the contest involved annexation of adjoining municipalities and areas which did add to the population, but which also added tragically to the responsibility and liability of Detroit. Detroit paid an exorbitant and exhaustive price for the questionable honor of population bigness.

The question naturally arises—How much more improved would Detroit be if the attention, interest and concern had been directed toward making our city better instead of bigger? It is well proven that the greater part of being bigger is in being better. We will never become better by being bigger but we will surely become bigger by being better.

Detroit is now centering its attention on becoming better. Bigness in itself is no worthy objective but being better is worthy of every effort. Our motive must be to be better in every way,—municipally, civically, socially, culturally and morally. There is no question of the possibility of such accomplishment. The real question is how quickly can it be realized. The greater, fuller and quicker accomplishment can come only in direct proportion to the complete and wholehearted interest and support of Detroit citizens.

Better Detroit is a civic planning function and objective.—The Planner.



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## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.  
Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.  
Plans for 4 stores, 7 Mile & Lappin.  
Store Bldg., Kercheval Ave., G. P. P.—Bids closed Aug. 12.

**BENNETT & STRAIGHT**, 13526 Mich. Ave.  
1200-seat Theatre, Birmingham, Mich., fig. closed.

**DeROSIERS, ARTHUR**, 1078 Macabees Bldg.  
Greek Orthodox Church of the Assumption—Bids closed.  
Church, Lexington, Mich., Taking fig.

**DIEHL, GEO F.**, 120 Madison  
Plans for Gym & Auditorium, N. E. Detroit.  
Church Add. 80x106' East Side, Detroit. Taking fig.  
Two rectories, East Side & N. W. Detroit.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**  
Plan for Theatre—McNichols & 7 Mile Rd.

**MALCOLMSON, CALDER & HAMMOND**, 1217 Griswold  
Prep. sketches for add. to Dexter Baptist Church.

**McGRATH & DOHMEN**, 3648 Mt. Elliott  
Plans for Alpena High School, to cost \$550,000.

**MERRITT & COLE**—1111 Collingwood  
Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.  
Plans: Jehovah Lutheran Church, Greenfield Road & Outer Drive.  
Fig., Bethesda Lutheran Church, Evergreen Rd., closed.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.  
Plans for Res. & Medical Office, 7 Mile Rd.

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**WEST, ROBT. J.**—512 United Artists Bldg.  
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Taking Bids Holy Cross Evang. Lutheran Church.  
Holy Cross Parsonage awarded to Fred Weiss.  
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## Building Industry Luncheon

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Speaker

EDWIN BERGSTROM, PRESIDENT,  
THE AMERICAN INSTITUTE OF ARCHITECTS  
Subject

The Building Industry's Participation in the  
National Defense Program

All those interested are invited to attend.

Hail to Mr. and Mrs. Louis Kamper, who are enjoying the Golden Gate International Exposition in San Francisco. He post cards, "Very interesting! Greetings."

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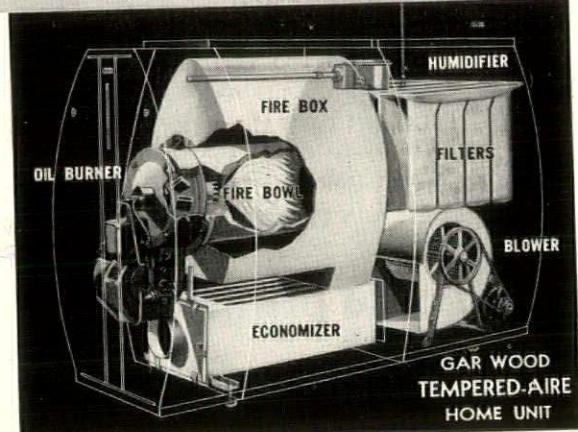
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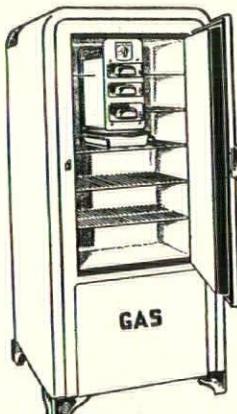
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No. 38

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## PRESCRIPTIONS AND PLANS

*Editor's Note: This article has been written by the President of the Michigan Society of Architects to inform the public, the building industry and the architectural profession of a situation which has been overlooked and neglected for too long a time, and to the detriment of those concerned. A similar article will be sent later to every industrial and business firm in Michigan.*

By Branson V. Gamber

If the average individual is afflicted with a physical ailment, be it serious or slight, does he go to the druggist for a diagnosis and a prescription? The answer to this question is that he certainly does not. While he realizes that the druggist will prove to be a necessary factor in contributing to his relief, he seeks out the professionally trained and experienced practitioner to diagnose his illness and prescribe a remedy. His faith is in the doctor's knowledge and ability to advise him properly, to provide him with a means of relief or a cure, and in addition, to direct him how to safeguard his health.

The druggist is a trained pharmacist, and he must have the knowledge and experience to compound the medicine which is prescribed by the physician. The doctor must possess the knowledge of chemistry which will permit him to so prescribe, but in addition he must study the condition of his patient; he must understand the case before he can diagnose the symptoms and prescribe the remedy. In this situation the druggist has his important place, and the doctor has the more important and greater responsibility. Each occupies his proper sphere of usefulness for the benefit of humanity.

The facts stated above have been so generally understood and accepted that the laws in many states define the practices of the pharmacists and the physicians, and those same laws require that the medical profession, and not the druggists shall prescribe the remedies in case of illness.

A parallel is pointed out in the case of the individual who undertakes the serious business of building. Like the person who is concerned about his health, he will prefer to consult the trained and experienced practitioner for advice and professional

See PRESCRIPTIONS—Page 4

### EXCERPTS FROM ACT 240, PUBLIC ACTS OF 1937

**SECTION 2, Par. 2.** The practice of architecture within the meaning and intent of this act includes any professional services such as consultation, investigation, evaluation, planning, design, or responsible supervision of construction, alteration, repair, or operation in connection with any public or private structures, buildings, equipment, works or projects wherein the public welfare or the safeguarding of life, health or property is concerned or involved, where such professional service requires the application of the principles of architecture or architectural design, and where the consultant charges for knowledge and skill and has no prejudicial interest in the project, either as owner or contractor or producer or seller of material, except as hereinafter defined.

**SECTION 17.** An architectural \* \* \* firm, or a co-partnership, or a corporation, or a joint stock association may engage in the practice of architecture \* \* \* in this state: Provided, That all partners, officers, and directors of such organizations shall be registered architects \* \* \*.

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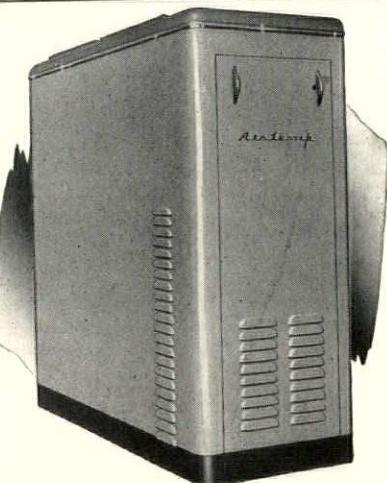
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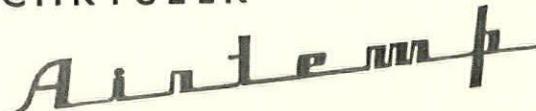
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## PREPAREDNESS PLANS EXPLAINED

The building industry's participation in the nation's preparedness program was discussed by Edmund R. Purvis, Middle Atlantic Director of The American Institute of Architects, before the Building Industry Luncheon at the Detroit-Leland Hotel, Wednesday, September 11th.

Branson V. Gamber, president of the Michigan Society of Architects, presided at this, the first of a series of industry luncheons to be held the coming season. Gamber stated that through the generosity of the Luncheon Committee, the Michigan Society of Architects and the Detroit Chapter, A. I. A., were accorded the honor of sponsoring this first luncheon, which is to be followed by monthly events in charge of other groups. He introduced those at the speakers' table, including Ward Detwiler, Howard Miller, Douglas Ainslee, George D. Mason, Arthur K. Hyde, Ralph MacMullan, Edwin C. Brunner, and Carl Barton.

He announced the Mid-West Architectural Conference at Cranbrook for the following two days and invited all those interested to attend. Gamber called upon Clair W. Ditchy to introduce the speaker. Mr. Ditchy explained that President Bergstrom has for some months spent practically full time at Washington and for the last three or four months it had been necessary to have other assistants, one of whom is Mr. Purvis.

Mr. Purvis began by saying that he was filling this engagement because President Bergstrom was unable to attend. In explaining the picture in Washington as he has seen it develop from day to day since last July, he stated that immediately following the declaration of war about a year ago, President Bergstrom had appointed a Preparedness Committee for the Institute, and that of 14,500 questionnaires sent to members of the profession, 8,100 had been returned. This information has been compiled and classified and placed in the hands of the federal government.

He expressed the conviction that the inherent common sense of this country is going to keep our heads out of the sand and that we will maintain the fine ideology founded by our forefathers.

The speaker stated as his belief that the War Department's Building Program would not be very great in number of buildings, and that any architect who looked upon the possible program as a millennium would undoubtedly be disappointed.

He stated that he believed the terms of proposed contracts and fees so far worked out would be quite satisfactory to the profession. In the navy's program he believes it doubtful many architects will be employed as this is to be mostly engineering. The principal field, therefore, will be housing, which program is rather indefinite at present. However, the speaker said it does appear that architects will be employed in a very important way. He attributed these results largely to the efforts of President Bergstrom, stating that the engineering profession was glad to have him represent them too. He expressed the hope that the profession would emerge from this emergency stronger than ever before.

Following the talk among questions asked was one by Mr. Ditchy as to whether or not architects would be engaged under separate contracts or together with general contractors as had been done in some cases in the past. Mr. Purvis explained that this would not be the case, but believed that the government had been convinced that since architects serve their clients it would be more logical for them to be employed by the government.

## PUBLIC INFORMATION IN CALIFORNIA

*From the Bulletin of the Sou. California Chapter*

In a letter received last week from Barker Brothers, they enclosed the following excerpt from "Backgrounds for Living," the broadcast of August 14th. These programs go on the air three afternoons a week, Mondays, Wednesdays and Fridays; two fifteen over station KNX.

... "Our service will also recommend reliable real estate firms, but then we feel the best thing to do in the selection of any lot is to get the advice of your architect. Of course that entails your having an architect, but we think that there are a great many reasons, including the money-saving reason, why it is wise to employ a member of this profession in the building of any house. The advantages he can give you in helping you select a lot are very important. The lot always modifies and sometimes almost determines the design of your house; and the architect, with this knowledge in mind, can readily see just how the house you have in mind will fit on any given site. He can point out, too, certain conditions of soil drainage, architectural necessities imposed by the neighborhood, and many another important point of consideration. Then we find that even before the selection of a lot, one should get some idea of what kind of house to build; and in this respect, may we suggest books, magazines, and again the free services of the Home Advisory Bureau, on Barker Brothers' sixth floor? We'll be happy to answer any of your questions, tell you anything we can about building costs, and recommend an architect if you'd care to have us do so." . . .

Thanks to the generosity of Warner Brothers radio station KFWB, and the cooperation of their producer, Mr. James Jewell, the Architect is being publicized in a very favorable light on the "CELEBRITY HOUSE" program. Four programs have been presented, outlining the purchase of a site, F. H. A. loans, and the selection of an architect. Speaking for the architect have been Sumner Spaulding, F.A.I.A., Oz Butler of the Hollystone Company, Arthur Raitt of the Portland Cement Association, and Don Kirby. It is hoped that the program can be enlarged and brought to an even larger audience.

## WILL DIRECT PURDUE HOUSING RESEARCH

Carl F. Boester, of St. Louis, nationally-known design and consulting engineer in refrigeration and air conditioning, has been appointed housing research supervisor of the Purdue Research Foundation, it was announced by G. Stanley Meikle, research director of the foundation.

The new position will enable him to stimulate and initiate low-cost housing research through facilities provided by the university, the Research Foundation, and the homes and community research campus established west of Purdue campus several years ago.

The new appointee, who holds many patents in the fields of air conditioning, refrigeration and heat transfer, will concentrate on what he terms "the development of a home which will have construction and operating costs within the realm of the incomes of 70 per cent of the American citizens who are more or less at present denied such facilities."

**PRESCRIPTIONS**—(Continued from Page 1)

service before he begins a building project. While the owner realizes that the builder is a necessary factor in producing his building, he should know that he must rely upon the architect, who will study the problem in all of its phases, then prepare the best solution of his problem. This project may involve the greatest financial obligation in the owner's career, and the building must last for years and show a profitable return upon the investment. The law requires that it shall be built to protect the public health and safety, also adjoining property.

The builder must possess the knowledge and experience required to produce a satisfactory building as designed by the architect. The architect must possess the knowledge of building, engineering, and construction which will qualify him to direct the building operation, but in addition he must study the requirements of his client from all angles, then advise him as to the site, the best layout, the sanitary and mechanical equipment, the proper design and materials, and finally the cost, the financing and then supervising the work. Here again, the builder has his important place, and the architect has the more important and greater responsibility. Each occupies his proper sphere in providing for the needs and safety of the public.

These factors have also become so generally understood and accepted that a great many states, including Michigan, have enacted laws which define the practice of architecture, and protect the use of the title of architect, and those same laws require that the architectural profession, and not the builders shall provide the professional services so defined. An exception to this has been made in the case of smaller residence construction.

In spite of these laws, some builders are attempting to render professional architectural and engineering services. In some cases this is due to ignorance of the law, but in numerous instances the law is simply disregarded. Large corporation have been formed to render professional services as well as to construct buildings, regardless of the law which requires that any person or firm may not render such professional services unless that person or all the members of that firm are registered and licensed to practice. The law also provides that anyone who is engaged in the practice of architecture must have no prejudicial interest in the project, either as an owner, or a contractor, or as a producer or seller of the materials placed in the building. The law further provides suitable penalties for such violations of its requirements, and a Board of Registration has been created by its provisions to administer the law, to investigate violations, and to refer such cases to the courts for prosecution.

It cannot be expected that the architectural profession will stand by idly, and allow such illegal practices to continue. The professionally practicing architect is not permitted to engage in building construction by the law, or his own standards of practice, and naturally he does not welcome the intrusion of construction firms into his professional field. He can and will bar from his office those contractors who are seeking work from him, and at the same time competing with him in his professional field.

Through the efforts of the professional architectural societies in this state, and with the cooperation of the proper state officials, active measures are being taken to insure that contracting firms, offering professional architectural services or posing as architects will be prosecuted under the provisions of the law above described. The law will also be used to prosecute those who are practicing architecture and acting as builders at the same time.

The architect can demonstrate to his clients that a better building can be designed and constructed at lower cost to them by the tried and proved method of competitive bidding based upon properly prepared plans and specifications. Numerous instances of this kind have been noted:—in one case a large corporation employed its architect to design an industrial building. When bids were received, they were \$130,000.00 lower than the estimate of a construction company who offered architectural service if they could build the factory. Obviously the client's interests are more carefully considered when he employs an architect.

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### NEW EXTENSION COURSE BY HAMMETT

"Architecture and the History of Civilization," a course of sixteen lectures, will be given on Tuesday evenings at Northern High School by Professor Ralph W. Hammett of the University of Michigan College of Architecture.

The course gives a survey of the art of building from the beginning of history to the present time. In presenting each period, architecture will be discussed as an expression of social, political and religious organization. Each period will be profusely illustrated by lantern slides of temples, cathedrals, palaces and the less formal domestic architecture.

Professor Hammett, who is the author of "The Romanesque of Western Europe" as well as numerous articles on his field, has traveled extensively in Europe and the Orient on a fellowship awarded by Harvard.

The course is open to the public as well as to those persons who are preparing to write the state examinations in architecture. Class sessions meet weekly at 7 P. M. in Room 101, Northern High School, beginning September 24. Tuition is \$12.

Complete information may be had by calling the Detroit office of the Extension Service, 40 East Ferry Avenue, telephone TRinity 2-0328.

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### RADIO BROADCAST

Upon the invitation of Mr. W. F. Clapp, Director, Department of Public Instruction, Branson V. Gamber has named Kenneth C. Black of Lansing to speak on a fifteen-minute radio broadcast over station WKAR, East Lansing Friday, September 20 from 2:00 to 2:15 P.M. Mr. Black and two teachers will be interviewed on "What is a good School Building?"

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## CRAFTSMANSHIP AWARDS

Outstanding workmanship was recently recognized by presentation of the Building Congress Certificates of Superior Craftsmanship on two important buildings under construction—the Aetna Casualty & Surety Company building at 151 William Street, and the last Rockefeller Center Building at 1240 Sixth Avenue, New York.

Apropos of craftsmanship recognition, Mr. Wm. Orr Ludlow, Chairman of the Committee on Recognition of Craftsmanship, wrote the following true Short story:

### YOU DID A GOOD JOB

Judge Russel May of the Supreme Court of the State of New York: "Oscar Bergman, you are a marble and tile setter?"

"Yes, your Honor."

"I believe you know that that woman with a bandaged head, sitting in the front seat, was struck by a slab of marble falling off the wall in a department store?"

"I do, your Honor."

"And that the owner of the store is suing the marble contractor for defective workmanship?"

"Yes, your Honor."

"You have examined the wall and the marble slab?"

"I have, your Honor."

"How shall the court know whether you are qualified to testify as to the questions of defective workmanship in the falling of the marble slab?"

Bergman, reaching under his chair for a neatly-wrapped package: "Well, your Honor, I thought I might be asked that question, so I brought along this certificate from the New York Building Congress which says that I am an outstanding craftsman in my line of work."

Judge May: "Let me see it. Where did you get that?"

Bergman: "At a ceremony when one of the Rockefeller Center buildings was finished. I did some marble setting there."

Judge May, looking up from a careful study of the certificate: "Mr. Bergman you are accepted."

Flashback: Noon—a new building in Rockefeller Center—a freshly-plastered room—two hundred workmen in overalls seated in rows—a platform draped with flags and bunting—on the platform, the architect, the contractor, a labor leader and Nelson Rockefeller.

Chairman of the Committee on Recognition of Craftsmanship of the Building Congress:

"Oscar Bergman, marble setter!" A man gets up from a front seat, drops his cap into the lap of a woman sitting beside him and with his eyes on the floor comes to the platform.

"Oscar, the New York Building Congress, from the quality of work you have done on this building, from your attitude toward your work, and the kind of influence you have had on the job and the spirit you have shown, considers you an outstanding craftsman and an honor to the building industry. This

gold button is for the lapel of your coat and this certificate for you to take home." Handing him a nicely-framed certificate, "What will you do with it, Oscar?"

Oscar: "Well, right now I'm going to hand it to the Missus here, and maybe she'll hang it on the wall at home."

Chairman: "And then what?"

Oscar: "Well, maybe the kiddies will look at it and think they would like to get a certificate when they grow up; and the Missus says she is going to have the neighbors in."

Oscar wearing a broad smile goes back to his seat, hands the "Missus" the certificate and carefully adjusts his gold button in his buttonhole. Then fifteen or twenty mechanics in other trades are called up, one by one, to get theirs.

How do they feel about this certificate business? Well, how would you feel if you were presented with a certificate saying that your trade or profession considered you as one of the best?

About fourteen years ago the Building Congress, made up of all the elements of the building industry, felt that the part labor played in the building game never had been properly recognized; and that, due to uniform wage scales for building mechanics, the average mechanic was saying, "What's the use of working hard to be better than anybody else; what about this pride in your work when you're just plastering a wall or laying brick?" And so, due to lack of incentive, the quality of work was falling off and any real spirit of craftsmanship was dying out. The Congress said, "What are we going to do about it, for this kind of thing affects not only the quality of work but the quality of the workman?"

Now everybody knows that we all like to be recognized, to be called by name, to have people say nice things about us, and if we think we have done something pretty good, we like to hear someone say so.

So the Congress said the answer is to honor publicly the best men in the trades of the building industry. The architects said "Good; when we draw fine buildings, we want to get fine workmanship." All good builders said: "It's our job to build good buildings; good workmen are what we are looking for." And the owners—well, the value of a building just depends on whether the work is the kind that will need repairs in a year or two or whether it will be good for years to come.

Then, too, most owners appreciate that there is a real social significance in publicly recognizing merit, and so it is no wonder that when the great institutions and organizations of New York have put up buildings, such men as Nicholas Murray Butler, Al Smith, John D. Rockefeller, Jr., and Frederic W. Ecker have been glad to tell the men who helped build their buildings what they thought of good workmanship and to shake the hands and look into the eyes of a fine lot of fellows. And there have been more than three thousand of them so honored.

And so the New York Building Congress believes it is worthwhile to say to the good craftsman "You did a good job."

## Classified Building Industry

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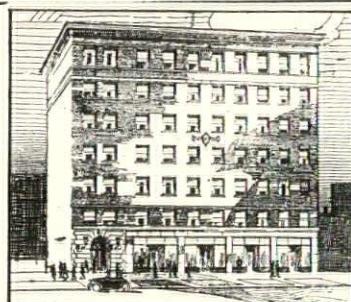
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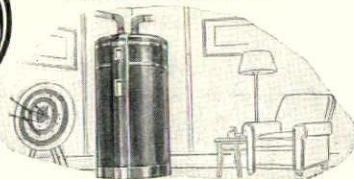
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Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.

Prep. plans for 1000-seat Theatre, Woodward and Six Mile Road.

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BENNETT &amp; STRAIGHT, 13526 Mich. Ave.

1200-seat Theatre, Birmingham, Mich. — Con. let to Cole Constr. Co.

DEROSIER, ARTHUR, 1078 Macabees Bldg.

Greek Orthodox Church of the Assumption—Bids closed.

Church, Lexington, Mich. Taking fig.

DIEHL, GEO F., 120 Madison

Church Add., 80'x106' East Side, Detroit — Gen'l. cont. let to Vincent Constr. Co.

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GIFFELS &amp; VALLET, INC. &amp; L. ROSSETTI, Assoc.—

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Plan for Theatre—McNichols &amp; 7 Mile Rd.

MALCOLMSON, CALDER &amp; HAMMOND, 1217 Griswold

Prep. sketches for add. to Dexter Baptist Church.

McGRATH &amp; DOHMEN, 3648 Mt. Elliott

Plans for Alpena High School, to cost \$550,000.

MERRITT &amp; COLE—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church., Lansing, Mich.

Plans for Jehovah Lutheran Church, Greenfield Road &amp; Outer Drive.

Fig., Bethesda Lutheran Church, Evergreen Rd., closed.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

Plans for Res. & Medical Office, 7 Mile Rd.  
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Clara B. Arthur School add., Con. let to H. B. Culbertson Co.

STAHL, JNO. 820 Francis Palms Bldg.

Con. let to Reisdorf &amp; Brewe, Nardin Reform Church.

Mt. Calvary Lutheran Church—Carp. con. let to O. Sauer, Mason, W. Neubecker, Plstg. W. Radcliffe.

WRIGHT &amp; ROGVOY—929 Fox Theatre Building

Bldg., Boyer's Haunted Shack, Gd. River &amp; Oakman. Bids closed.

Taking fig. Sept. 20—Mel Theatre, Melvindale.

WEST, ROBT. J.—512 United Artists Bldg.

Taking bids Truth Evang. Lutheran Church.

Taking Bids Holy Cross Evang. Lutheran Church.

Holy Cross Parsonage awarded to Fred Weiss.

Prep. plans for 5 gas stations for Citrin &amp; Kolbe Oil Company.

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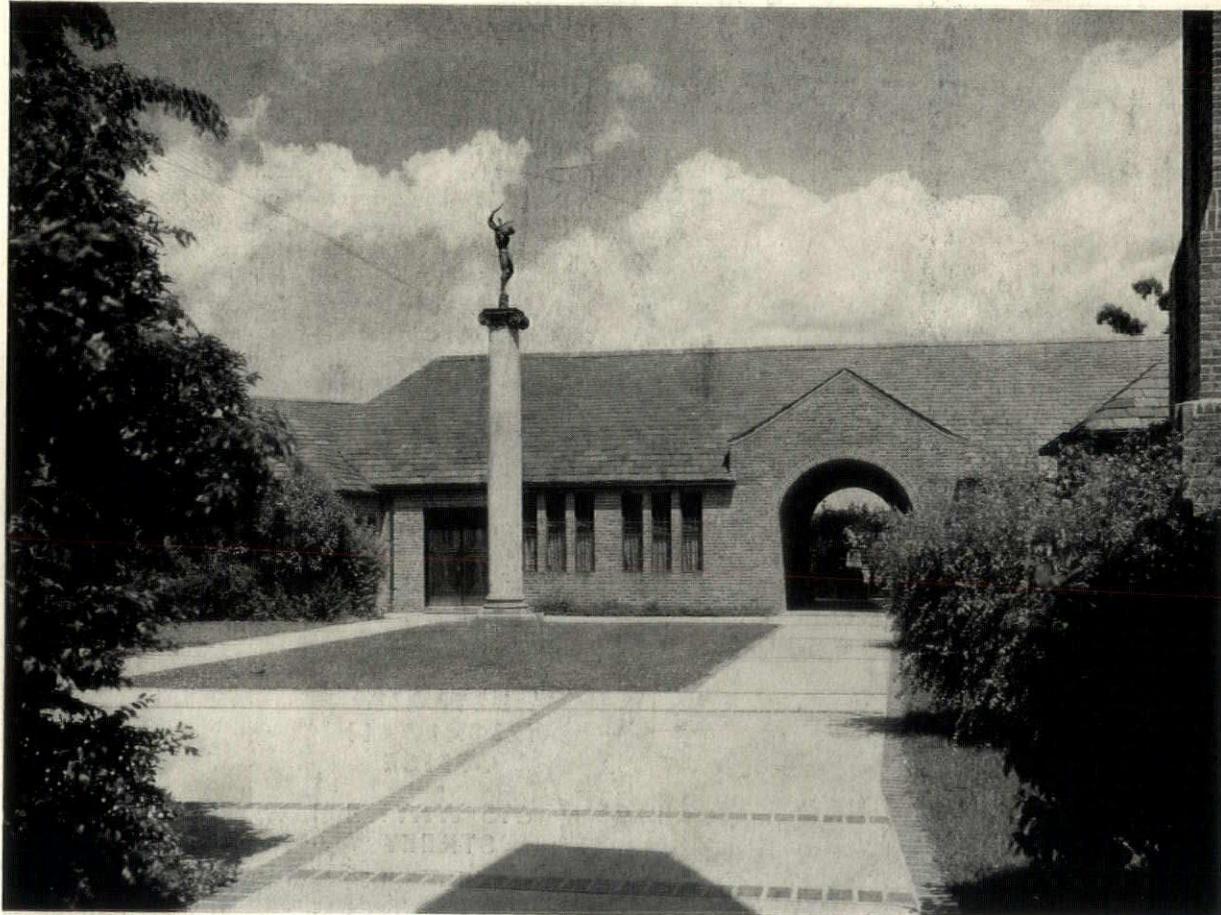
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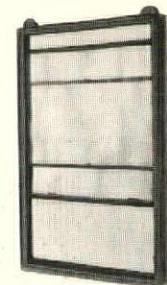
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No. 39

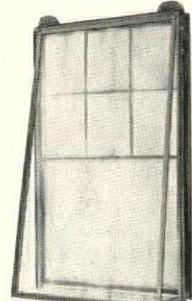
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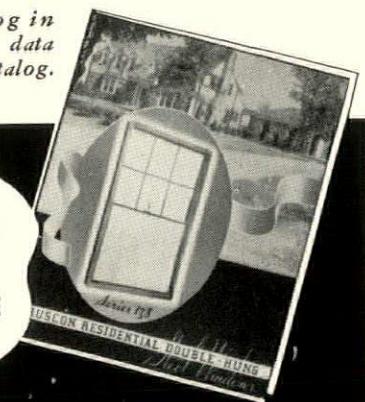
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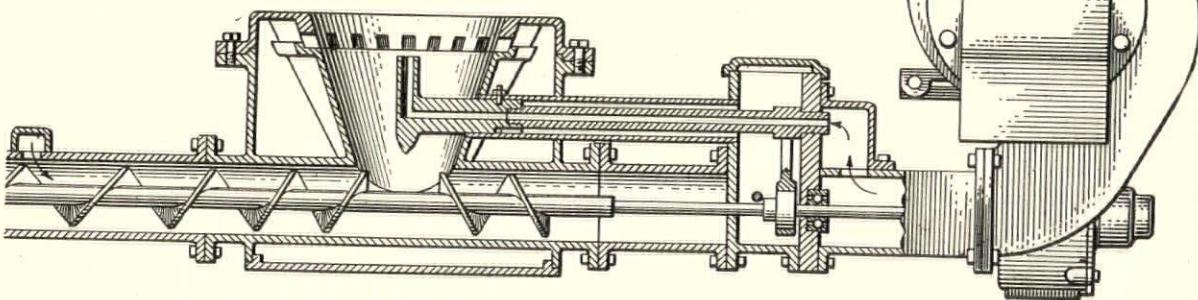
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# Architects . . .

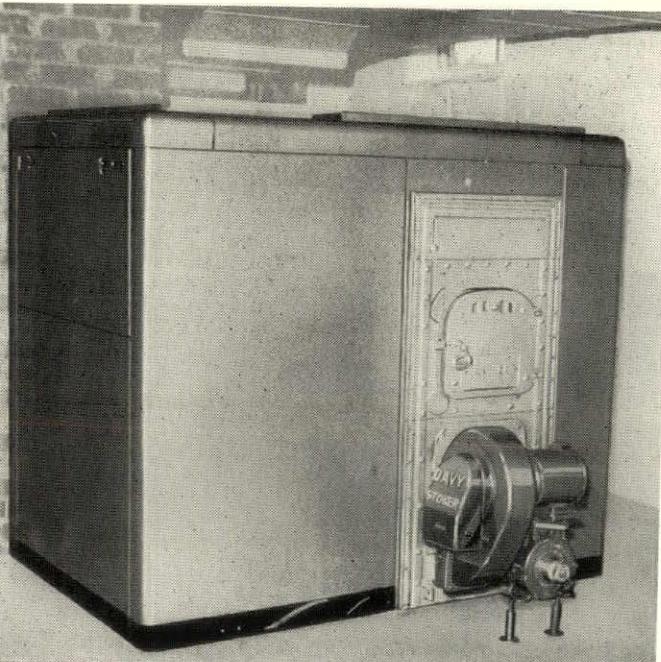
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# JOINT EXHIBITION AND HONOR AWARDS

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**DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS**  
**DETROIT DIVISION, MICHIGAN SOCIETY OF ARCHITECTS**

**Detroit Institute of Arts — October 1 to 15, 1940**

A joint committee headed by Ralph R. Calder, representing the Detroit Chapter of The American Institute of Architects, and Frank H. Wright, representing the Detroit Division of the Michigan Society of Architects and J. Robert F. Swanson of the Society's Allied Arts Committee are completing plans for an exhibition at the Detroit Institute of Arts this fall. The Chapter's part of the exhibition will be a resumption of the Honor Awards held here for several years up to 1931. The Division's section will be devoted to architectural sketches in various media, models, etc. Closing date for receipt of materials is September 27, at 5:00 P. M.

## Honor Awards

Mr. Calder has issued an invitation to A.I.A. members, either residing in the Detroit area or elsewhere, to submit examples of their work for this exhibition. Exhibits will be confined to buildings completed in the Detroit Chapter area since March 1, 1931, and buildings completed since this date by members of the Detroit Chapters regardless of the location of the buildings. Exhibits will be classified under commercial, industrial, residential, institutional, etc.

## Uniform Requirements

For all photographic exhibits the Exhibiton Committee is establishing uniform sizes of uniform tone, no frames, on simple mounts.

All mountings shall be 15" by 20" or 22" by 30" only. They may be either horizontal or vertical. All photographs shall be on cream white photographic paper. They shall be mounted on heavy pulp board about  $\frac{1}{4}$ " thick and shall have  $\frac{1}{2}$ " black passe partout border except that for lettering the bottom border shall be 1" wide. Lettering shall not exceed this dimension and shall consist of simple black letters on a white strip of paper  $\frac{3}{4}$ " wide pasted to the 1" border. Sizes given shall be inclusive of borders. Both dimensions of photographs may be filled out with a properly tinted photographic paper if essential for composition, but mat and passe partout sizes must be maintained.

## Plans

Black and white plans are essential. Exhibitors submitting plans must conform to sizes of photographic mounts and give thought to their harmony with the photographs. This is essential where such work is part of a photographic group to assist the committee who will do all they can to keep group intact and individual work in groups.

## Sketch Exhibition

Frank H. Wright, Chairman of the Division's Exhibition, invites all members of the Michigan Society of Architects to submit material for his part of the show. Any kind of sketches in any medium will be acceptable, so long as they have an architectural character.

Uniform requirements will be the same as stated under Honor Awards.

Wright has announced his committee consisting of Messrs. Howard Simons, Wirt C. Rowland, and Eric Smith.

## Models

For both the Honor Awards and sketch exhibition a distinguished jury of out-of-town architects will be engaged. Models will also be accepted and all material for both exhibitions will be sent direct to the Institute of Arts. All material will be subject to the approval of the hanging committee.

Material is to be delivered and called for at the sender's risk, although every care will be exercised by the committee to protect the drawings from damage.

Material should be sent to the Shipping Entrance of the Detroit Institute of Arts by 5:00 P.M., Sept. 27.

## Lectures

These exhibitions will be in connection with a series of lectures on architectural subjects at the Detroit Institute of Arts from the auditorium beginning with a talk on Tuesday evening, October 1, and the three consecutive Tuesday evenings thereafter.

Begin now to prepare material and should there be any questions as to details of the exhibits a telephone call to either Ralph Calder or Frank Wright should give you the information desired.

## Michigan Allied Arts Exhibition Sponsored by American Institute of Architects, Michigan Society of Architects

Material to be exhibited will include photographs and drawings of landscape and architectural subjects and interiors, models and drawings of allied art subjects and actual pieces of painting, sculpture, ceramics, weaving, metal work, wood crafts, etc.

NOTE: Material submitted by painters and sculptors not to conflict with material that would be furnished for the Michigan Artist show to be held in various museums.

## REGULATIONS:

1. Closing date for acceptance of material will be 5 P.M., September 27th, at the Detroit Institute of Arts.

2. Persons submitting material must be qualified in their profession or maintain offices or studios in Michigan or be on the staff of accredited schools. No student work will be exhibited.

3. Material exhibited will be given the best of care, but no responsibility is assumed. The exhibitor shall defray cost of shipment of material to the Detroit Institute of Arts and arrange for return of material at conclusion of exhibits by c.o.d.

4. Except for photographs and drawings of standard dimensions, exhibitors shall provide adequate packing facilities for protection of his exhibit.

5. For all photographic exhibits the Exhibiton Committee is establishing uniform sizes of uniform tone, no frames, on simple mounts. (Same as "Uniform Requirements" under Honor Awards).

## SCHEUDLE OF EXHIBITS

**Detroit—October 1—October 15 (May continue for additional week)**

**Detroit Institute of Arts, Clyde H. Burroughs, Secretary**

In collaboration with the Exhibition Committees Detroit Chapter A.I.A., Ralph R. Calder, Chairman Detroit Division M.S.A., Frank H. Wright, Chairman.

\* \* \*

**PONTIAC—October 30—November 10. Stephens Hall, All Saints Church. William C. Zimmerman, Architect, 838 Ricker Building.**

**See EXHIBITIONS—Page 8**

## ALLEN SAYS—

MID-WEST CONFERENCE OF ARCHITECTS SAFE AT FIRST ON A SHARP SINGLE THROUGH SHORT; ANNOUNCES ORGANIZATION OF O TISN'T ELEVATOR COMPANY

In an exclusive interview with Mr. Roger Allen, Mr. Allen stated to Mr. Allen that Mr. Allen is not so bright as he might be. But still pretty bright, you understand.

"Grab yourself a hunk of chair and I will tell you about this here tardy arrival of I and Gus Langius at the Mid-West Conference of Architects at Cranbrook Academy last week end. Statements that I was late in arriving at that superb fiesta because I had been dressing up like Alf Landon and going around scaring the hell out of Republicans are as false as Ditchy's back teeth," stated Mr. Allen. "I arrived at Detroit on Thursday in ample time to weigh-in at the conference which I was all agog to do as I had reason to believe that there would be speeches at said conference stating in plain terms what is wrong with the profession (I mean what is wrong with the profession besides Ditchy) and I am a sucker for talks of that description. I always say give me an open fire, a good book and a talk on what is wrong with the profession and I will be off to sleep in practically no time.

"Well, sir," said Mr. Allen, "it seems like Mr. Langius and I encountered Bill Cory of the Otis Elevator company and he wanted to go to the conference too so we got a cab and after a while we got out of the cab at the conference. I kept telling Gus Langius and Bill Cory that it did not stand to reason that even Ditchy would be holding a Mid West Architects conference in Briggs Stadium. Or did it? Lookit, I said to them, that fellow out there (it turned out later he was Joe DiMaggio) has got a face like Ditchy's, at that. On him it looked good. Are you sure, I said to Messrs. Langius and Cory, that this is the Mid West Architects Conference? And they would just say, 'We know, we know' and mark something down in their score cards.

"This made me pretty mad so I got up and left. As soon as the ninth inning was over, we then went down to the Book and Mr. Cory—Nature's Nobleman Cory, or Nobe for short, I now call him—ordered up a mess of food that had four waiters walking bowlegged. It was terrific. Mr. Corey works for the Otis Elevator company, some little country company nobody ever heard of. I began to brood over this. Was it right that a man so loose with his money, so agile at picking up checks, should waste his days laboring for an obscure company that probably has their office upstairs over a vacant lot? This must not be.

"Look, I says to Bill, what do these Otis elevators do? They just go up and down. Up and down, up and down. They are in a rut. Do they ever go sideways? No. Bill, I says to him—Gus and I are going to do something for you. It was about time, too. We are going to organize a company to manufacture my own invention, the stationary elevator for one-story buildings. We will organize the O Tisn't Elevator company and show Otis where they get off. You can be president. And treasurer. Leave us go out some place and find a one story building and we will explain the whole thing to you. Well, we were lucky. We found a one story building called the Club Royale that was practically deserted; there were not more than 8,000 persons on the dance floor at any one time, and we explained all over again to Bill about the O Tisn't Elevator

company and then what? Bill wouldn't have any part of it. 'I would die for dear old Otis', he said. Well, sir, I argue with him and Gus argues with him and the cigaret girl, who was quite a dish, argues with him. No dice. He hauls right off and says that a stationary elevator is not practical because you would have to leave the motor out and there is a shortage of elevator motors right now and hence where would you get the motors to leave out?

"And besides Bill says it is not practical because you cannot put a stationary elevator in a one story building because you would have to build a penthouse not to put the motor in and it would no longer be a one story house. Besides Bill says he will never desert dear old Otis. We get pretty mad at Bill about this but not mad enough to snatch the check away from him although I do think of a pretty cutting remark about sowing one's wild Otis that I will do a little work on and let you know later.

"We then went back to the hotel, they tell me, and in no time at all it was Friday and there I was out at Cranbrook, sitting in the Greek theatre and listening to what is wrong with the profession.

"I claim the profession is doing all right. A few years ago we were meeting in Greek restaurants. Now we meet in Greek theatres. That may not be progress but it ain't hay," concluded Mr. Allen.

## EXHIBITIONS—(Continued from Page 7)

FLINT—November 14—November 24. Flint Institute of Arts, L. Dirk VanDyke, Director; John MacKenzie, Architect, 609 Citizens Bank Building.

\* \* \*

SAGINAW—November 29—December 15. Location indefinite. Robert B. Frantz, Architect, 118 No. Washington Avenue; Alden B. Dow, Architect, Post Street, Midland.

\* \* \*

BAY CITY—January 2—January 12. Bay City Musicale-Art Club—(Location indefinite) Joseph C. Goddeyne, Architect, 417 Bay City Bank Building.

\* \* \*

GRAND RAPIDS—January 16—February 2. Grand Rapids Art Gallery, Otto Karl Bach, Director; Chris Steketee, Architect, 622 Murray Building.

\* \* \*

MUSKEGON—February 6—February 16. Hackley Art Gallery, Harold Babcock, Secretary; Arthur Hooker, Architect, 752 Ada Avenue.

\* \* \*

KALAMAZOO—February 27—March 13. Kalamazoo Institute of Arts, Ulfert Wilke, Director; Milton C. J. Billingham, Architect, 211 Woodward Avenue.

\* \* \*

BATTLE CREEK—March 20—March 30. (Location indefinite). Edward X. Tuttle, Architect, 208 City Bank Building.

\* \* \*

LANSING—April 2—April 13. Michigan State University. (Location indefinite). Kenneth C. Black, Architect, 805 Capitol Savings and Loan Building.

\* \* \*

JACKSON—April 17—April 27. Jackson Art Association. David Kendall, President; Carl Kressbach, Architect, Consumers Power Building.

\* \* \*

ANN ARBOR—May 1—May 10. Alumni Memorial Hall. Professor Emil Lorch, Architect, College of Architecture.

NOTE: Schedule following the Detroit exhibit is tentative. Kindly notify J. Robert F. Swanson, 309 Wabek Bldg. Birmingham, of schedule conflicts immediately, so adjustments can be made in this schedule.

# MID-WEST ARCHITECTS MEET AT CRANBROOK

**TWO DAY CONFERENCE DISCUSSES ARCHITECTURAL PROBLEMS  
SIX STATES REPRESENTED**

The second annual Mid-West Architectural Conference held at Cranbrook Academy of Art Thursday and Friday, September 12 and 13, was productive of many worthwhile ideas which were freely discussed by most of those present.

The weather was perfect and the grounds at Cranbrook at their best. Aside from the business sessions an architectural treat was enjoyed by guests as well as those from our own area.

Visitors were deeply appreciative of the courtesies extended by Cranbrook Academy of Art, its president, Eliel Saarinen; executive secretary, Richard P. Raseman; Eero Saarinen, J. Robert F. Swanson; and all those at the Institute who were instrumental in making this one of the most enjoyable and constructive architectural meetings held in this district for many years.



**Eliel Saarinen**



**Eero Saarinen**



**R. P. Raseman**

Those registered were as follows: Roger Allen, Grand Rapids; David E. Anderson, Marquette, Mich.; Leo M. Bauer, Detroit; Wells I. Bennett, Ann Arbor; Edwin Bergstrom, Los Angeles; Bernard A. Burnett, Chicago; Kenneth C. Black, Lansing; L. Robert Blakeslee, Detroit; Peter Brust, Milwaukee; Charles F. Cellarius, Cincinnati; William D. Cuthbert, Ann Arbor; Frank E. Dean, Albion; Harry Denyes, Birmingham, Mich.; Clair W. Ditchy, Detroit; Charles E. Firestone, Canton, Ohio; John R. Fugard, Chicago; Branson V. Gamber, Detroit; Paul Gerhardt, Jr., Chicago; Ralph W. Hammert, Ann Arbor; Timothy Y. Hewlett, Toledo; L. R. Hoffman, Detroit; Warren S. Holmes, Lansing; Talmage C. Hughes, Detroit; Leigh Hunt, Milwaukee; Arthur K. Hyde, Detroit; Adrian T. Langius, Lansing; Jerrold Loeb, Chicago; Emil Lorch, Ann Arbor; Geo. M. McConkey, Ann Arbor; Charles J. Marr, New Philadelphia, Ohio; Charles A. Miller, Scranton, Pa.; Naverre Musson, Columbus; C. William Palmer, Detroit; Milton W. Pettibone, Detroit; Edward D. Pierre, Indianapolis, Ind.; Richard P. Raseman, Bloomfield Hills; John N. Richards, Toledo, Ohio; Eliel Saarinen, Bloomfield Hills; James A. Spence, Saginaw; Mark Stophlet, Toledo, Ohio; F. W. Stritzel, Columbus, Ohio; J. Robert F. Swanson, Birmingham; Howell Taylor, Ann Arbor, Mich.; John C. Thornton, Detroit; Walter E. Thulin, Detroit; Todd Tibbols, Columbus, Ohio; Alex Linn Trout, Detroit; Henry H. Turner, Grand Rapids, Mich.; Edward X. Tuttle, Battle Creek; Willis A. Vogel, Toledo, Ohio; Ossian P. Ward, Louisville, Kentucky; and Ralph Yeager, Terre Haute, Indiana.

## Tour of Grounds

In addition a number of ladies were present at some of the functions including Mesdames Eliel Saarinen, J. Robert F. Swanson, Edgar Kimball, Charles Firestone, Edward Pierre and daughter, Mary Dien, Charles Vogel, Mark Stophlet, Howell Taylor, Ralph Yeager, Florence Moore, Robert Whitehead, and Nina Palmer.

Registration began at 1:00 P. M. Thursday, fol-

lowing which delegates and friends were treated to a tour about Cranbrook and its interesting grounds, and later in the afternoon a meeting of the Detroit Chapter of The American Institute of Architects was held.

Friday morning, Clair W. Ditchy presided and expressed the thought of our being fortunate to be in such pleasant surroundings and occupied by such matters in spite of the disheartening news from abroad. He thanked Mr. Eliel Saarinen and those on his staff at Cranbrook for extending to us the facilities of Cranbrook.

Mr. Saarinen responded by stating that it was an honor, a privilege, and a pleasure to welcome the architects and their friends to Cranbrook. Mr. Raseman had a hard time fixing the weather, he said, but while it was hot on the English Channel, it was quite comfortable at the Greek Theatre where this meeting was held. He expressed the hope that visitors would have the opportunity to come back when school was in session and see the work being done there, where students learn from teachers and teachers learn from students and where there is more art and nature than science. In this way, he said, teachers are enabled to keep young. He hoped that everyone would have a nice time and gave as special advice, "Don't do too much talking."

Upon being presented by Mr. Ditchy, President Bergstrom greeted his friends mentioning this as an opportunity to escape from the busy activities at Washington, where he believes something worthwhile is being accomplished as a result of hard work by the officers of the Institute. Mr. Ditchy explained the meeting as a sequel to the first Mid-West Conference held at the University of Notre Dame in June, 1939, because architects, like mem-



**Ditchy**

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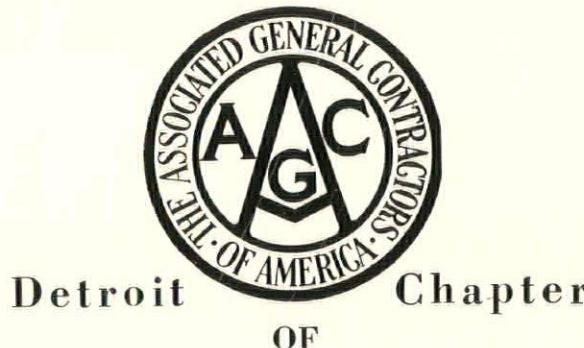
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**CONFERENCE—(Continued from Page 9)**

bers of other professions, find it profitable to exchange ideas concerning their common problems, and to regulate the privileges which we enjoy.

"We are here today to consider some of these problems and how to meet them," he said, "and it is desirable to devote some time to cooperative effort and to consider methods of meeting and dealing with each other as well as with the public."

**Unification**

Mr. Peter Brust, Regional Director of the Institute's Illinois-Wisconsin District, presided at the business session, which opened with the subject of Unification. Mr. Brust called upon Mr. Leigh

**Hunt**

of Milwaukee, State Association Director of the Institute, who spoke on that subject. Mr. Hunt began by saying that the question he was asked most by members of the state associations with regard to affiliation with the Institute was, "What do we get out of it?" In his answer to this question, Mr. Hunt stated that perhaps the thing that was most lacking among architects is working together outside their own offices. He cited

city, state, and national government as an example of unified action. "Cranbrook Academy of Art," he said, "is a further example of successful, cooperative effort." "This quality," he stated, "is found more among builders and contracting groups than among architects."

He reviewed the history of state registration acts, which began with Illinois in 1895, stating that today the problem in the more than forty states with such acts is enforcement, citing the fact that in the medical and legal professions there is definite protection for the public, but that in architecture little advancement has been made toward seeing that the public gets what it pays for. He stated that the Institute is doing a great deal to help in this movement as well as state societies, which in many cases have interlocking directories.

"One thing we have in common," he said, "is the interest in establishing proper minimum fees, to see that we have proper laws and proper means of enforcing them."

"Another important matter is ethics, that is proper relations to each other as well as to the public. In this respect no better code could be established than the Golden Rule."

"I have traveled from one end of the country to the other, visiting Chapters and state societies and I want to say that it has been an education to me. I have found architects in all sections interested in betterment of conditions within the profession but in many cases mystified as to the relationship of the state societies to the Institute. They want to be shown a reason for such affiliations. Anything we can do to bring about a national unified profession, for its influence in Washington and to better the architectural relations with the public will, indeed be a step forward."

The speaker expressed as his belief that "Architects should take an unselfish viewpoint of this movement and realize that they get out something just what they put into it," pointing out that the Institute is well-manned to cope with the situation.

"I believe that when we see that we must spend money to bring about these desired ends, then more members will be impressed with the reasons for paying dues."

The day of bringing about one strong national

organization of architects was envisioned as the ultimate goal of Mr. Hunt, who has for some years concentrated upon this problem. He looks forward to the day when all "grandfather" clauses have expired and when the architect, like the doctor, will be a man who is well-educated in addition to his technical training and the profession becomes unified.

Because of different conditions in different states, Mr. Hunt finds the problem not easy to solve. In some localities Chapters and societies hold joint meetings, while the importance of the two vary according to different conditions.

"I find that architectural organizations flourish in a depression. Constructive criticism and personal participation in the architectural organization is essential and when offices are busy they find little time or inclination to enter into such activities."

Following Mr. Hunt's talk, a question and answer period followed and Mr. Brust stated that he believed social activities of architects to be desirable, pointing out that at Milwaukee's picnic for architects a great deal of good resulted in the way of fellowship and getting better acquainted. This, he said, is important since when two architects are well acquainted they are not so likely to treat each other unfairly.

Mr. Brust introduced Mr. John R. Fugard of Chicago, treasurer of The American Institute of Architects, who gave a brief talk.

"The treasurer must be the most unpopular member of the Institute," he said, "because he is called upon to collect dues and conserve the assets. Of approximately 3,000 members there are only about 600 who haven't paid dues for this period and by the first of the year it is expected that practically all will have paid."

"In Washington the Institute is building an addition to The Octagon for business offices. The money is now in hand through the Dan Everett Waid Fund and by the first of the year The Octagon will become a historic monument."

**Public Information**

Mr. Brust next called upon Mr. Talmage C. Hughes, chairman of the Institute's Committee on Public Information, who gave a talk as follows:

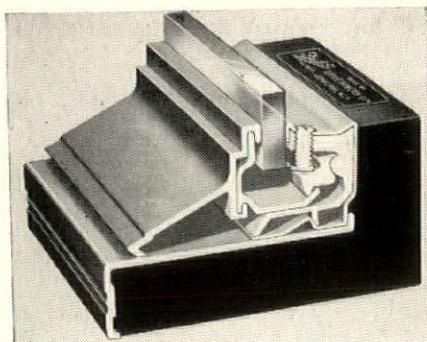
**The Institute's Public Information Committee**

The subject of public information is of such proportions as to make your chairman feel guilty of neglect of duty. There is so much that could be done and so little time to do it. It is an absorbing topic and once one becomes interested in it he is generally an enthusiast. The purpose is to educate the public on the work of the architect. To do this it would be well to first educate the architect on the work of the publicist. The subject is becoming of more and more interest to architects and we are sometimes asked why the Institute does not "do something about it," which indicates a lack of understanding of what is now being done, as well as of how the Institute and its committees function.

**Hughes****Functions of Committee**

Like other committees, ours functions according to the by-laws; more specifically "for and on behalf of the Board, to devise ways and means of informing the public of beneficial services that the pro-

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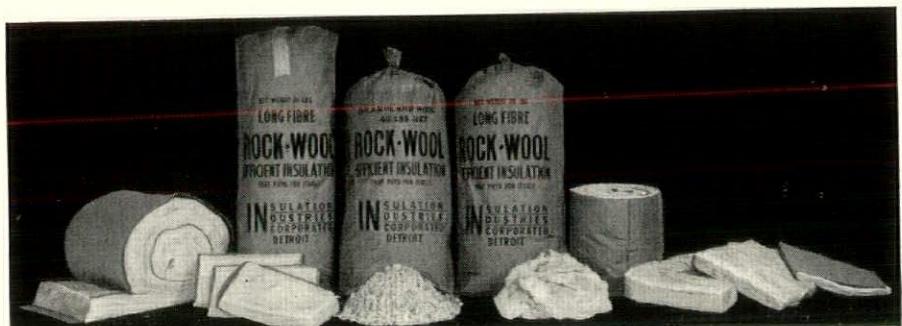
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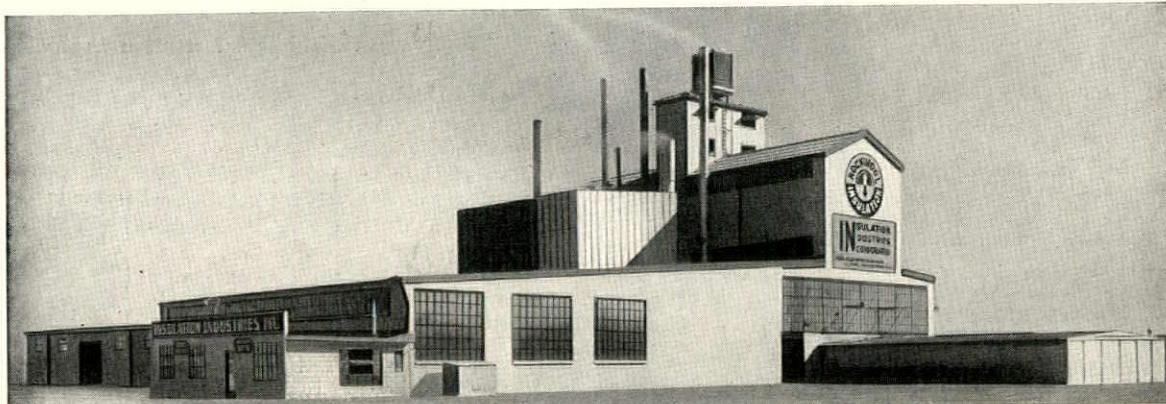
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**CONFERENCE**—(Continued from Page 11)

profession of architecture can render to society." And, like all other committees, our activities are limited to such expenditures as the budget will permit.

It is not difficult to suggest extensive operations that would require large sums of money and the time of many people but since this is not possible it only has the effect of discouraging one from doing anything at all.

It is my belief that we should concentrate upon the fields now open to us under present conditions, and within allowable limits, since in so doing may we be able to gradually increase the scope of our activities, while bearing in mind that when a more extensive campaign is entered into it will come as a clear mandate from the Chapters and not from the ideas of any individual member.

Our committee is made up of members representing the ten regions of the Institute. In addition there is a local representative from each Chapter and affiliated state association. Activities must, therefore, be carried on largely by correspondence, with some members meeting at convention. Personal contact would be more desirable as more enthusiasm can be gained.

A case in point was our recent divisional meeting at Mackinac Island. Following our discussion there Edward X. Tuttle sent an example of his "first attempt at architectural publicity," and from the character of it I feel sure we have gained a new enthusiast, and that X marks the spot.

**Why Public Information?**

Perhaps you may ask why the importance attached to publicizing the work of the architect. "Virtue is its own reward," you say, and that the best publicity is the architect's own work. In fact there are those who have believed this to be the only way we should endeavor to educate the public. This has been held by some of the most important offices who have had no such problem, but even this is changing. Architecture has for years been put upon and subordinated by magazine house patterns, by suppliers, store fixture manufacturers, by builders and others; but the latest, and perhaps the most serious, the large engineering-contracting concerns, national and international in scope, and new ones are springing up. In Detroit we have been given to understand by contractors who have always been loyal to architects that if we don't do something about it they will be forced to offer similar service to meet competition. I can quote a big architect as saying that it is high time for the profession to take definite action. On one project where he had an opportunity to compare prices his bids beat the other firm by \$130,000, but in most cases there is no such opportunity. The public should be told about these things, and when men like this man and William Adams Delano, whose recent article, "Architect: Forgotten Man," appeared in the New York Times Magazine, recognize such a problem it must be real.

Of the avenues open to us, newspapers offer the best possibilities. They are glad to accept as news articles about our activities. By making use of this opportunity architects and their importance in civic life may be humanized from the layman's point of view.

**The Institute's Publicist**

To those who believe that some new way should be found to disseminate this information, I am wondering if you made full use of the facilities now offered by the Institute's Committee and its Publicist.

There is in New York a man who is constantly

on the alert for news of the architectural world. He overlooks no opportunity to circulate it widely, and I happen to know that his results are the envy of other groups who wonder how he does it. His work for the Institute has been vigorous, alert and original and the part it is playing in architecture is truly remarkable.

Some of you have regularly received releases from him and know that he certainly has a nose for news. Mr. Grady mails releases to principal newspapers throughout the country. He does not send them to our committee members or local representatives, since this would result in duplication and confusion.

A good example of his releases are those concerning the architects' part in the national defense program. They cover the subject from a national standpoint, quoting President Bergstrom and those working with him at Washington. In our city after they had been used we were requested to cover the local situation. In connection with this meeting, besides numerous shorter articles, on two Sundays eight column heads were used for articles connecting the preparedness program with this Conference. Mr. Grady's material was combined with our own local releases.

**What Makes News?**

The best way for architects to get into the news is for them to do something, get into things, not in a self-appointed way but to interest themselves in many worthwhile activities, particularly civic affairs. There are so many such things that are architectural problems. Names make news, and the papers are interested in announcements of meetings, reports of meetings, elections of officers, appointment of committees, election to membership, changes in personnel of firms, newly registered architects, honors, distinctions; and news items concerning competitions, exhibitions, awards, lectures, and many other events.

**How to Get Into the Papers**

Have you been turned down by the papers? Don't let that worry you. If you send one article which isn't used and you never send another then you aren't a publicist. Keep the papers supplied with material and you will soon find out what they like. Try and understand the editor's problems, his limitations as to space, his deadlines, etc.

The oft-repeated statement that an editor won't use architectural news because architects don't buy advertising space I believe to be in error. There may still be some who believe that editing a real estate section consists of matching advertising with puffs in their editorial columns but I don't see how they stay in business. Sooner or later they are bound to discover that advertising is only as good as reader interest. And that applies to radio listener interest too. In fact, laws require that broadcasting stations give a portion of their time to educational subjects.

Make friends with real estate editors and invite them to your meetings. You will find them to be responsive. Perhaps the greatest need is for the architect to sell himself to the editor. They want news, they can't do without it and so the problem, simply stated, is finding out what kind is acceptable to them.

**Media**

Besides the newspapers, other fields open to us are talks before groups; lectures, exhibitions, home shows, the distribution of pamphlets, and many others. One of the most interesting is the radio. Considerable has been done along this line by several

**See CONFERENCE—Page 15**

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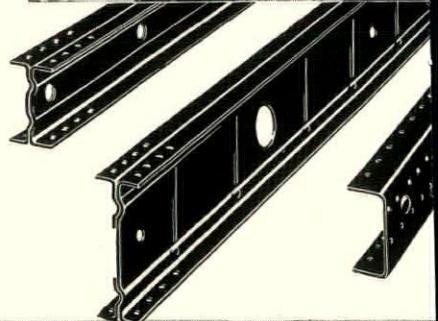
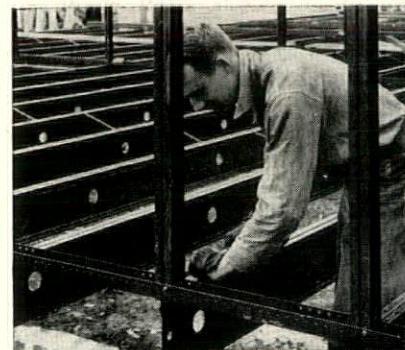
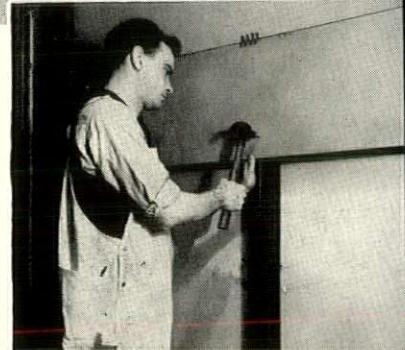


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**CONFERENCE**—(Continued from Page 13)

Chapters. Through the help of the Federal Government, our Publicist, and other agencies the public has recently become very much interested in architectural subjects; such as housing, the small house, city planning and zoning. The broadcasting stations are quick to sense this trend and are open to good informational material. And so, if we don't take advantage we are overlooking a good opportunity. Mr. Ludlow, our former chairman, has suggested a source where this material might be filed for the use of all interested. Good script that has not been broadcast or published nationally could just as well be used in many localities.

**Timing, Coordination**

Advertising people are always looking ahead. Today they are preparing copy for next year's models. A friend of mine is constantly having his checks returned because he dates them 1941. Newspapers schedule advertising far ahead, and publish schedules, so that local advertising of dealers can tie in with large ads of manufacturers. How many of us know when our Chapters were founded and when we will be having an important anniversary, a 25th or 50th? This affords an excellent possibility for publicity.

Often architectural events can be coordinated

with other important events, if we look ahead and anticipate them.

You will pardon my reference to our own Chapter.

On March 2nd, last, the Detroit Chapter celebrated its 50th anniversary. The Executive Committee of the Institute had a meeting scheduled for about that time and through our Regional Director, Clair Ditchy, they accepted our invitation to meet in Detroit. For some time the Chapter had hoped to institute a system of having an architectural jury pass upon the design of buildings of a public or semi-public nature facing upon important developments. This proved to be the beginning and when President Bergstrom and the committee arrived at the hotel they were photographed criticizing a model of the new building for the Engineering Society of Detroit by Harley & Ellington, Architects & Engineers. At the banquet members of the Toledo Chapter and Grand Rapids Chapter were our guests in practically full force. President Bergstrom's address was broadcast and the newspapers gave the events excellent space.

Many of these suggestions are technical and are of more interest to our committee members than to architects in general. A manual is being prepared answering these and many other questions, which when placed in their hands, will, I hope, enable them to better organize their material for newspaper use.

See **CONFERENCE**—Page 17

# We Offer...

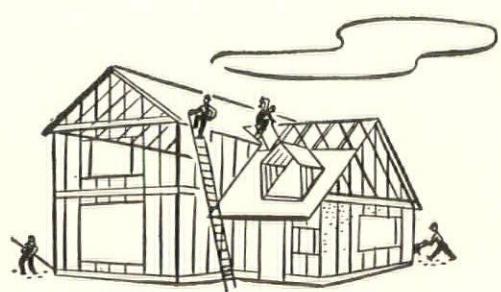
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## CONFERENCE—(Continued from Page 15)

## Professional Practice



Bauer

Leo A. Bauer, chairman of the Committee on Practice, Michigan Society of Architects, reviewed activities now engaging the attention of his committee, stating that he had found it to be a herculean task. He lamented the fact that only about 3,000 architects out of 15,000 are members of the Institute and in the Michigan Society of Architects to date only about 400 out of 700 are members.

Mr. Bauer referred to the medical profession which always comes up in such discussions. He dwelt upon

the encroachment of the architectural profession of the large industrial contracting concerns, stating that Detroit in particular was seeing more and more of these concerns coming into the field. He reviewed the situation with regard to his committee and the registration board together with the assistance of the State Attorney General's office, stating that if we expect the profession to be what it should we must purge it of all those who are violating the laws.

A discussion following Mr. Bauer's talk brought out that the fact that in other states Chapter and Societies have similar problems and are taking similar steps. It was, therefore, suggested that they might well ban together and pool their funds and information. However, this was not thought feasible by Mr. Bauer for the reason that registration acts are not the same in every state. Mr. Bauer stated that if members of the profession generally had a full understanding of this important matter they would realize that they had been asleep to let such a condition reach the stage it has.

Mr. Gamber stated that the Society now has in preparation a plan to inform business and industrial leaders, numbering some 7,000 to 10,000 in Michigan, as to why it would be more profitable to employ an architect, comparing his services to that of a doctor and the contractor's to that of pharmacist.

Mr. Paul Gerhardt, Jr., president of the Illinois Society of Architects, spoke in favor of some kind of cooperation on the part of Mid-West States toward attacking this problem.



Tuttle

Edward X. Tuttle of Battle Creek stated as his belief that laws are no better than the public acceptance of them and he favored public information as a way to support the laws.

Mr. Eliel Saarinen spoke of conditions in other countries, stating that such laws have nothing to do with insuring good architecture. In Helsingfors, he said, plans have to go through government hands and be accepted before starting construction. These agencies pass upon de-

sign as well as engineering, following which even doors or windows cannot be changed without permission.

Mr. Gamber said that we must prove to the public that architects can do a better job and at lower cost. At this point the meeting adjourned for luncheon.

## Luncheon

At 12:30 P.M., Friday, a delightful smorgasbord luncheon was held in the Arts and Crafts Courtyard. Catering was by Stockholm Restaurant and participants felt indebted to Mr. Sjorneson, who cooperated in this as well as at the banquet. At 2:00 P.M. round table discussions were continued under the heading, "New Fields of Service," with Mr. Fugard presiding.



Fugard

He explained that the round table idea was used at the Louisville Convention, following suggestions by young men who had felt that there had been little opportunity for expression from the floor.

"Since they were held simultaneously, one objection to this was the inability for one to attend more than one meeting, whereas many of them were of interest to all," he said.

"One subject was 'New Fields of Service,' which was interesting in looking to the future. Among the different ways for architects to render services other than in architecture, we heard about appraisals, building management, etc."

## Architectural Clinics



Gamber

Mr. Fugard called upon Branson V. Gamber, president of the Michigan Society of Architects, to open a discussion of Architectural Clinics or Bureaus, such as have been established in a number of localities.

Gamber stated that the idea was not new, pointing out that in Detroit and elsewhere the small house service had been carried out, and that through the assistance of the Producers' Council, the Federal Home Loan Bank Board, the The American Institute of Architects

there was hope for the scope of this institution's broadening. However, he said his remarks would be confined more particularly to our later development known as Architects' Cooperative Service Bureau.

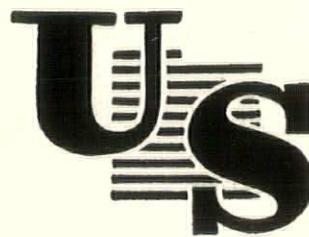
As a background he mentioned that the architect's registration act requires the seal of a registered architect on plan submitted to the Department of Buildings for commercial buildings regardless of size or cost, stating that many applicants were not familiar with this provision and had, therefore, submitted inadequate data. The Department of Buildings does not assist applicants in preparing plans and as a policy do not recommend any individual architect. They, therefore, felt the need for some centrally located architectural service conducted under the auspices of an architectural organization.

The Carpenter Contractor's Association of Detroit and the Builders' & Traders' Exchange also expressed the desire for such a service. Consequently, under the sponsorship of the Detroit Division of the Michigan Society of Architects, a call was sent out for volunteers and fifteen were secured. Ten are regulars, serving one-half day periods each week keeping the office open at the Builders' & Traders' Exchange, Mondays through Fridays. Alternates serve when called.

As a sidelight, Gamber reviewed the formation and activities of the Architects, Professional Engineers and Land Surveyors Committee on Registration, known as APELSCOR, and described its functions, which are to cooperate with the State Registration Board. It consists of representatives from all of the professional groups effected by the Act and deals with all matters, insofar as it is able, affecting regulations of the Registration Boards and the groups. Through this committee the building officials, charged with issuing permits, have been most cooperative Gamber said, although in spite of these efforts there have been violations and misuse of the architect's seal. As a result the cooperative bureau was formed to furnish services on small operations and at a reasonable fee.

Members do not expect the venture to be fine—See CONFERENCE—Page 19

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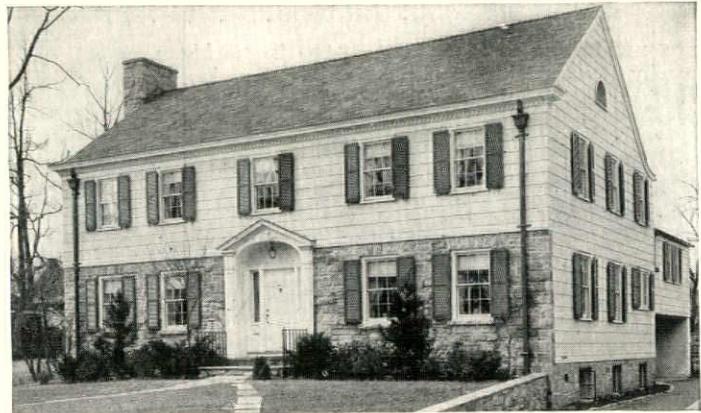
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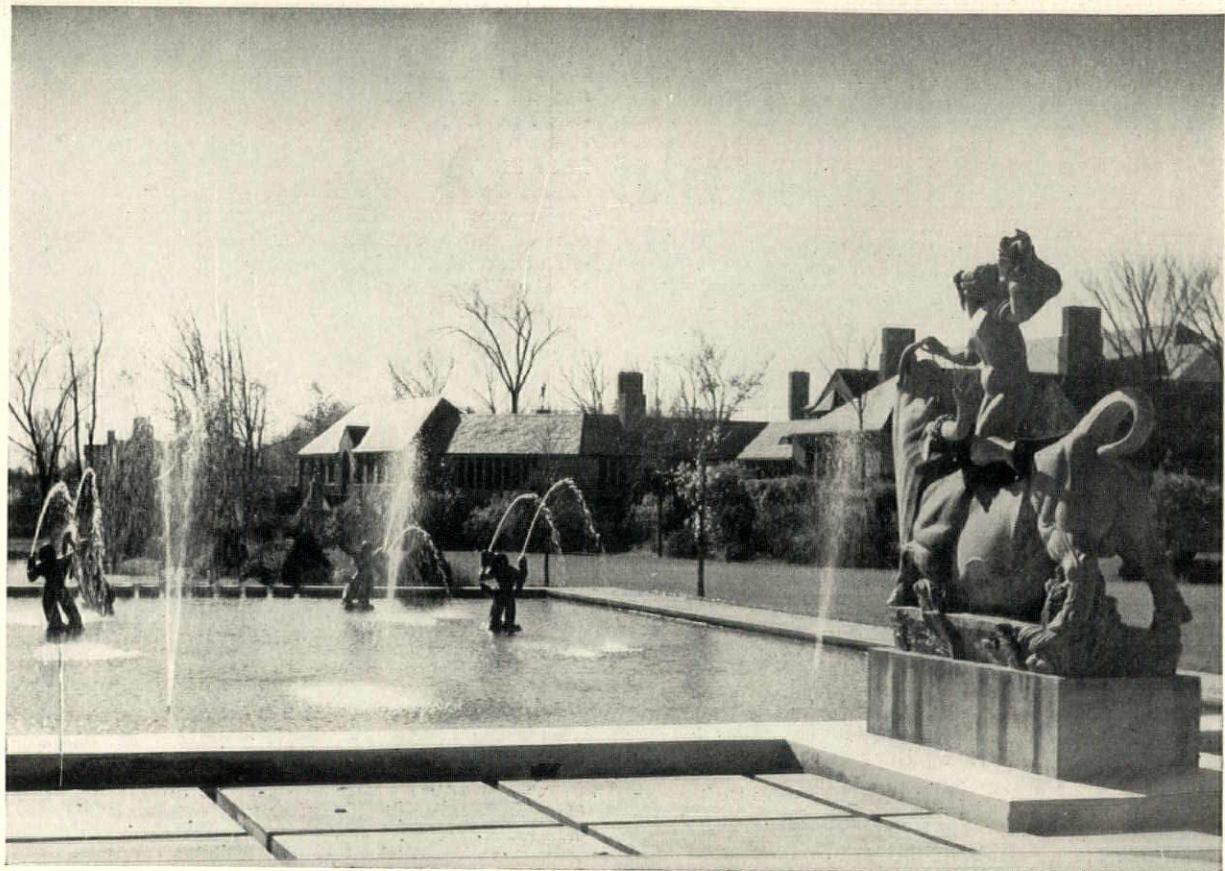
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#### CONFERENCE—(Continued from Page 17)

ancially profitable but the prime motive is an effort to uphold the law by removing the incentive for an owner to attempt to have an architect place his seal on plans he did not make.

"We believe that this will be the beginning of more important services," Gamber said, "in the way of attracting the public to such an office where they can obtain any information concerning architecture or building, including interviews for which there is no charge, consultation, and advice, in addition to actual services which might be performed on the spot. For the latter we have arrived at a rate of \$3.00 per hour.

"In the event that the work necessitates inspection, the taking of measurements, or other services which could not be done at the bureau, the architect on duty may make appointments with the owner and follow the job through his own office in the usual manner.

"While we are organized primarily for small alterations, principally on commercial buildings and make no attempt to secure business which would ordinarily go to the architect, the man on duty is authorized to deal with any architectural problem.

"Of the fees collected, a small portion is payable to the bureau as a working fund. The service has been in operation about three months and while the responses have not been what we might expect, we have felt that the principal reason was the lack of properly informing the public of the service. We have, therefore, taken steps to provide a fund for paid advertising and, with the help of the building industry, we believe that the bureau may yet be put on a self-sustaining basis."

#### The Architect and the Small House

The architectural profession finds in its small house problem an analogy in the story of the man who was carrying a calf on his shoulders and who suddenly came to the realization that his burden had grown into a full-sized cow.

The small house problem like the baby calf has also matured into a full-sized creature resting firmly and squarely on the shoulders of the architectural profession. Figuratively speaking everybody seems to be interested in our cow, at least to the extent of milking it, but like all animals of its species, if it is to be continuously milked, it also must be continuously fed and exercised. The architectural profession has been doing all the feeding and not enough of the milking.

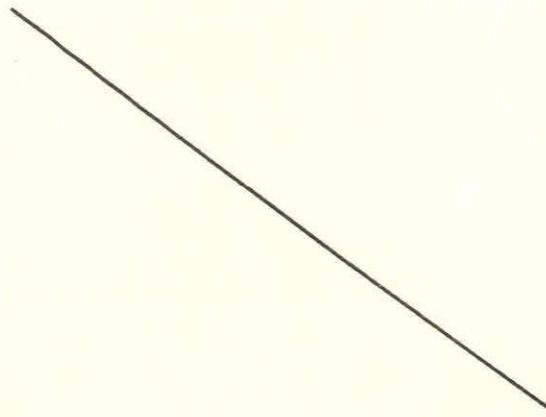
For many years conscientious and sincere men have given time and thought to seeking a solution only to find their efforts futile and they, themselves discredited. Convention after convention has made this a major topic of discussion only to end in confusion and inaction. These discussions and lack of real accomplishments have taxed the patience of many of our practitioners.

In spite of this lack of accomplishment, this confusion, this impatience on the part of many, and absolute boredom on the part of others, we must



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**CONFERENCE**—(Continued from Page 19)

not forget that the small home is still the bulwark of our national traditions and ideals, and the salvation of our democracy. In the higher character of our small homes will the sociologists find the solution to many of our social problems. In the building of small homes will the economist find the object of his search—continuous balanced employment. In the high standards of the architect will the nation find the answer to its problem of sound investments as a basis for national stability and financial security. In its determination to solve the small home problem will the architectural profession discharge its first duty to the nation, its sacred obligation to the young men of the profession and its golden opportunity for service and substantial profit.

To make the most of this golden opportunity the profession must rededicate itself to a new order of service. It must find a way to serve all of the people all of the time and not merely some of the people some of the time. It must give more and more for less and less and its goal must ever be a nation protected and safeguarded by the men of our profession who are trained and qualified by experience to do the job. To do this we must make our standards the nation's standards, our program the nation's program.

The next great era in our democratic form of life will be the Era of Individual and Group Responsibility. We have passed through our irresponsible years and we must now look to our specialized groups for protection. The Medical Profession should champion and safeguard the health of the nation. The Legal Profession by the same token should safeguard the sanctity of our courts, and likewise the architectural profession should provide the program and standards for housing the nation. A nation built from the architect's blue print will be a stronger, a more efficient and a more secure nation.

Our efforts in the past have been inconsistent and ineffective. While the nation was building, we were debating. With the approach of each convention we would be more oratorical. Old speeches would be dusted off and re-used. The opposition party would prey upon the worn out and disinterested delegates and all constructive effort would collapse. This is a continuous problem and one that requires continuous effort. It cannot be solved in our national conventions.

We are assembled as a region of Midwestern States. We have much in common. We should seek at least a regional solution. If we are successful, our fame will spread. Only through such process can we expect national unity and national action.

Millions of homes are being built—or are on order. Progress is being made. Some people are well pleased, but the architectural profession can never be. If we are to be a vital factor in this progress we must find a common ground upon which we can serve the small home owner and his builder. We must make peace with the operative builder who now designs not only homes for the individual home owner but entire communities. We must find a way to cooperate with the material supplier, the craftsman, the lumber dealer—in fact with all of the industry. We must impress them with the fact that the acceptance of our standards is their only salvation for a legitimate pursuit of their business. We must be alert to the progress of the prefabricator and the special system interests. We must convince the lender so that our standards will actually be adopted as a basis for his loans. We must con-

tinue to cooperate with and further encourage the Federal Home Loan Bank Board and the Federal Housing Administration and other governmental agencies in their efforts for higher standards. We must recognize the realtor as a legitimate part of our program. We must interest the land-owner and capitalist who offer us one of our best opportunities for community development according to a "Protective Program."

The value of architectural services as a protective measure can be easily demonstrated. The factors that will protect an owner against rapid obsolescence and depreciation are available only through the architect. The architect can plan and protect the future of land. He is the champion of good design, construction, craftsmanship and materials. He can lead, if he will, the building industry into an era of greater service and greater profits and eliminate confusion in the field of building.

We can and must arouse the public to the advantages of planned areas and communities. America is awakening to the fact that its income and its wealth is insuring the mortgages of many homes built to standards that will not insure safety and security to the nation. I quote a recent statement issued by the Federal Home Loan Bank Board: "More than ever, financial institutions have a stake in the properties which constitute the basic security for their loans, because the ratio is higher and the term of mortgage loans longer than in the past.

"There are indications that jerry-building, poor methods of constructions, and utilization of cheap materials are increasing in volume. Such tendencies not only threaten the value of home-ownership, but endangers the safety of funds invested in mortgages."

What can the architectural profession do? The first thing we can do is manifest an honest interest in the problem, not only as a duty to the millions of potential home owners and as a sacred obligation to the young men of the profession, but as a profitable opportunity. The small house is the profession's foundation upon which to build a new and finer future. The next step is to organize the interest and loyal support of those of us who are sincerely interested in the problem. I propose the creation within our own region of a clearing house through which architects can help architects solve their part of the problem. The centralization of interest would draw for concerted study the suggestions and experience from the entire profession in the formation of a policy. This central agency would champion the architect's standards and provide a contact between the public and the profession. This Exchange or Bureau would receive ideas and experiences and would set them up for study and use. There is more reason for a Plan Service for architects than for the public. After a few simple principles are established we can broaden our activities into a plan of cooperation with other branches of the home building industry. This will provide the nucleus upon which to build a home building industry which will recognize the standards of the architect as the only standards upon which to build a nation wisely.

With such a united program America's greatest industry would merit the support of Government, Industry and the Public. The prestige of a united building industry endorsing good building and definitely labeling its finished product would create a sound basis of building values. It likewise would

See **CONFERENCE**—Page 23

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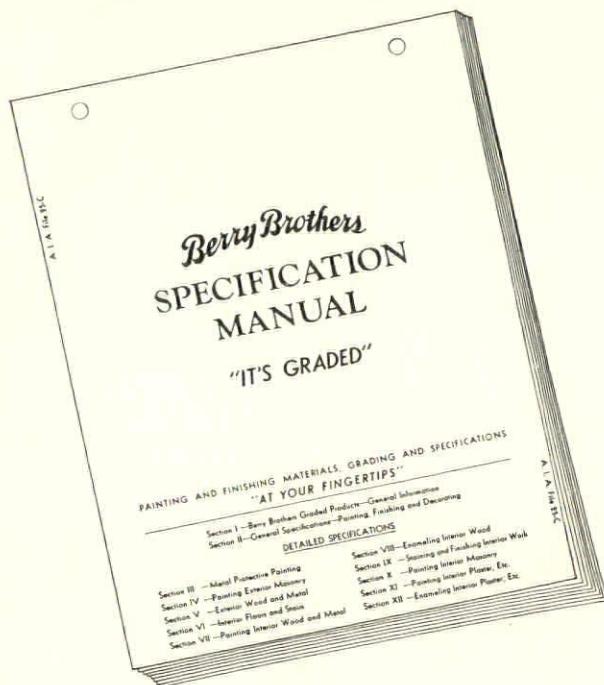
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**CONFERENCE**—(Continued from Page 21)

create a much needed basis by which the public could recognize good buildings and buy with confidence.

**Auto Courts**

In introducing this subject, Mr. Fugard stated that all who toured understood something about tourist camps, but that Mr. Kenneth C. Black, chairman of the Michigan Society of Architects' Committee on Tourists Camps, was particularly well-qualified to speak. Mr. Black delivered a report as follows:

**Tourist Camps**

The Committee on Tourists Camps of the Michigan Society of Architects is attempting to perform a public service for which architects seem particularly well fitted.

This Committee was appointed at the request of the Michigan Planning Commission, which thru its Committees on Rural Land Use and Recreation, has been impressed with the need for improving the facilities of Tourist Camps generally in the State of Michigan. The studies of the Planning Commission recognized the fact that the Tourist industry is a major factor in the economic life of the State. Its studies brought out, however, that while Michigan rates very high among all States in the number of tourists accommodated, it rates very low in per capita expenditure made by tourists. This low per capita expenditure, coupled with the shortness of the vacation season in Michigan, has, at least up to the present, prevented the development of first class tourist camps and auto courts such as one can find in Florida and California, where the seasons are longer and the per capita expenditure of tourists is higher.

The beginnings of tourist camps and auto courts in all sections of the country were largely the result of attempts of individuals, living along main arteries of tourist traffic, to supplement their regular incomes.

The usual procedure was that the Owner of a gasoline station or farm built one or two cabins, and as the business improved added to them indiscriminately. At the time the camp was begun it was so experimental and its economic feasibility so uncertain that very little attempt was made to plan its development along lines which would eventually make it as attractive as it was useful. Furthermore, in order to realize a maximum return on a minimum investment, the buildings themselves were of such flimsy construction and such poor design that, more often than not, they resembled rows of over-size outhouses. In all camps of this type the management and maintenance is usually taken care of entirely by the Owner and members of his family.

In States where economic conditions warrant it, this situation has changed radically during the past few years, and we now find that in many places the owners of Tourist Camps are giving as much thought to the planning of their facilities, as do the owners and managers of big city hotels. In Michigan, however, this situation has not yet developed, except with relation to a very few camps in Southern Michigan, adjacent to metropolitan centers, and one or two camps in the Northern part of the State.



Black

Various agencies of the State Government and local Chambers of Commerce in the resort areas are encouraging the development of winter sports in Michigan, as well as the increased use of the State for hunting, fishing and other activities which may bridge the gap between the summer and winter vacation seasons. As this program for year around recreation develops, it is probable that the tourist season in Michigan may be lengthened to such extent that it will be economically feasible to construct a better type of tourist camp and auto court in the resort areas than is customary at present.

The development of such a program is necessarily a long range project, and meanwhile the State must continue to offer the "home grown" variety of tourist accommodation to its visitors. In view of these conditions the Michigan Planning Commission felt that it could supplement the efforts which are being made to lengthen the tourist season by attempting to improve the accommodations available. It was thought that this could best be done by supplying the owners of tourist camps with information which they might use in improving the facilities they now have, and by furnishing a pattern for the plan of new camps as they may develop. Since a part of this program involves the planning and design of buildings, the co-operation of the Michigan Society of Architects was requested. A Committee was appointed and has begun its work.

In canvassing the sources of material which could be distributed, the Committee found that plans of cabins which were available thru the National Park Service and plans of auto courts which had been published in various architectural magazines were, while excellent in themselves, too expensive for the average owner to construct under the economic conditions which prevail in Michigan. The problem therefore, resolves itself into finding a means of assembling suggestions on this subject which would be particularly adaptable to Michigan.

The assistance of the College of Architecture and Department of Landscape Design at the University of Michigan was sought and obtained to the extent that students in the design classes in Summer School prepared layouts for different types of camps. The next meeting of the Board of Directors of the Michigan Society of Architects will be held in Ann Arbor for the purpose of inspecting the drawings prepared by the students and following that inspection, the future course of the Committee's efforts will be determined.

It has been suggested that the students problem might be followed by an educational competition, conducted under the auspices of the Michigan Society of Architects, and open to Architects, Students and Draftsmen in Michigan. The best designs received as a result of the student problems and the competition, if held, will be incorporated in a pamphlet to be distributed by the Michigan Planning Commission. These designs will also be given publicity in the newspapers of the resort area, and an attempt may be made to have two or three groups built as demonstration projects. It has been suggested further that plans for individual cabins might be prepared by the students of the College of Architecture in the Small House Clinic at Ann Arbor, where, for a nominal fee, they could be made available to the owners of tourist camps in Michigan.

It is possible that with the development of a

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**CONFERENCE**—(Continued from Page 23)

longer tourist season and the educational work to be undertaken by the Planning Commission, architects may eventually receive commissions for designing these camps. But if that does occur, it will be a by-product of the work of the Committee and not its main object. Meanwhile, thru altruistic co-operation with public agencies on projects of this sort the Michigan Society of Architects can justify its existence in the eyes of the public by making a very definite contribution to the economic and social welfare of the State.

A discussion followed in which Mr. Hunt reported a plan in Wisconsin whereby working men would be housed in such camps during the winter season.

Mr. Fugard brought out that many of these camps are poorly-planned with regard to privacy, landscaping, etc.

**Hyde**

Arthur K. Hyde, president of the Detroit Chapter, American Institute of Architects, related his experience in designing such a project recently, naming three tendencies which he had observed. First, that owners are inclined to think along the lines of barracks, whereas to be restful there should be courts away from traffic; second, they are inclined to economize on plumbing, whereas the public object to common facilities; third, the tendency for single units with the idea of obtaining privacy.

To overcome the last objection, Hyde stated that it was possible to connect say six units with four or six garages and still obtain utmost privacy and variety.

Mr. Vogel of Toledo mentioned that some of the larger metropolitan hotels are making a survey to extend their services to include Auto Courts.

**Small House**

Mr. Fugard mentioned 300,000 small houses as the expectancy for the coming season, with probably 10% of them designed by architects. He introduced Mr. Edward D. Pierre, president of the Indiana Chapter, who spoke as follows:

**State Codes**

Mr. Brust spoke on Fireproofing Standards and State Codes, stating that the uniform code, written some years ago under the chairmanship of Ex-President Herbert Hoover, had developed something fundamental and that it should be brought up to date.

"The means of doing this are not quite clear to us as yet," he said, "therefore, I would like to ask for suggestions from this meeting. I do not believe that a code should be in the nature of a specification covering materials, but should require that buildings withstand fire for a certain period. This seems to be all the more logical because of new materials coming into the market." Professor George M. McConkey of the College of Architecture, University of Michigan suggested that the Department of Commerce together with the National Board of Fire Underwriters and perhaps the Producers' Council might be interested in helping to restudy and revise the Hoover Code.

Mr. Brust inquired of those present as to how many states now have building codes and how they operate. In Wisconsin the industrial commission examines and passes upon plans for all structures except one and two family dwellings, he said.

It was brought out that the City of Columbus,

Ohio is now revising its building code and that Cincinnati has one eight years old that is considered very good, although it is now being revised and brought up to date. Mr. Cellarius of Cincinnati recommended that anyone interested in the general subject of building codes secure a copy of Cincinnati's.

Mr. Vogel of Toledo expressed the belief that state codes should supersede city codes since it would simplify practice in a state. This thought was carried further by the suggestion that there should be a national code insofar as possible. The Hoover Code, it was pointed out, was the beginning of this objective. A motion by McConkey seconded by Hunt and passed was, in effect, as follows: "That we investigate as to the proper governmental or other agency able and willing to undertake the matter of bringing the Hoover Code up to date, with the view of arrangement, simplification and standardization for the entire country in the interest of the architects, the building industry, and the public."

Mr. Fugard stated that Chicago has had a zoning ordinance for about twenty years and there are now 11,000 amendments.

"It is still possible to build a gas station next to a residence," he said. "All that is necessary is the payment of the cost necessary to change the zoning ordinance."

**Selling Architectural Organizations to Architects**

Mr. Paul Gerhardt, Jr., President of the Illinois Society of Architects, spoke on this subject, stating that it was a question period rather than a talk.

The discussion came back to that of the morning session concerning the large engineering-contracting concerns with Charles Firestone, president of the Ohio Society of Architects, pointing out that the trend of the universe today is toward Unification. "What we need most in the architectural profession is unity of thought," he said.

"The medical profession has had socialized medicine to bring them into unity. We have such problems as our being discussed here today, and we must fight to preserve the identity of the architect. They should be impressed with the fact that by joining their architectural organizations they can help in the effort to improve conditions within the profession and to fight the abuses which we all know."

"There is one thing certain; we know who the enemy is, which helps."

Some of the younger men and students present were asked to speak and Harry Denyes of Birmingham, Mich. stated that from listening to the discussions he felt that architects were closing the door after the horse had gone.

"So many students come out of architectural schools with no ideas of the duties of an architect or what to expect in practice," he said.

Professor Lorch was called upon to answer this thought and he said the difference between a surgeon and an architect is the "Surgeon Does It" stating that the old time architect "Did It." We must go back to that, the professor believes, because we have been too willing to delegate our powers to others, with the result that owners are inclined to think of the others as being the controlling factors in securing a satisfactory building.

Professor Lorch did not feel the practical side had been entirely neglected by the College of Architecture because they are constantly offering lectures on this subject.

President Bergstrom mentioned that Professor

**Prof. Lorch**

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## CONFERENCE—(Continued from Page 25)

Emerson last year covered the country for the Institute and talked mostly in colleges. However, he said that his subject was mostly on the Appreciation of the Arts.

John N. Richards of Toledo, a member of the Institute's Committee on Education, stated that his committee had encouraged practicing architects to talk on The American Institute of Architects before groups of students. Charles A. Miller of the International Correspondence School, stated that architectural students should be educated in something more than drawing lines. He suggested Student Chapters of the Institute as branches to its regular Chapters and Mr. Blakeslee of the University of Detroit stated that the National Engineering Societies have organized Student Chapters to whom they furnish speakers, literature, etc. Such a chapter is now in process of formation at the College of Architecture, University of Michigan.

Verne Sidman of the office of Ditchy-Perry-Sidman in Detroit, voiced the opinion that architectural students should be taught something about cooperation among their fellow architects after they are in practice.

"Too often architects are willing to talk against one another and criticize adversely each other's work," he said. "Whereas they should uphold the profession and tell an owner that he did the right thing in employing an architect. You don't find one Doctor criticizing adversely another. I believe they are taught in college the importance of doing so."

It was brought out that medical schools select their students and require a high standard, whereas no such effort is made to eliminate the number of architectural students, with the result that they are turned out every year by the thousands, not properly trained and, naturally, this creates a problem. In Ohio, it was stated, there are more architectural schools than medical schools and yet the medical profession is larger. It was the belief of some speakers that one good architectural school would be better than a number of poor ones.

A discussion was held as to what form the Mid-West Meeting should take in the future and it was decided that the Regional Directors of the Districts represented should arrange for next year's meeting, to be held either separately or together.

A resolution of thanks to Mr. Saarinen, Mr. Sjornesonn, the Stockholm Restaurant, and those others at Cranbrook who helped to make the meeting a success was passed.

## The Cocktail Hour

Following adjournment of the business session at 5:30 P.M. delegates enjoyed visiting the Institute of Science and the many interesting things there, thence to the home of Mr. and Mrs. Eliel Saarinen for one of the brilliant hours for which they are noted.

## Banquet

At the banquet in addition to those registered the following were present: Frank H. Wright, Edgar Kimball, Otis Winn, Leo Schowalter, Robert B. Frantz, and George H. VanAnda of New York.

The event was sparkling in its color and witticism. Clair Ditchy presided and lost little time in turning the meeting over to Michigan's famous architect and toastmaster, Roger Allen, who was in his usual brilliant form. Allen stated that the subject he had heard discussed were absorbing but that possibly the architects were over-pessimistic, 'at least we were meeting in a Greek Theatre instead of a Greek Restaurant,' he said.

"And appropriately enough, we are banqueting in the drafting room—from drafting board to smorgasbord."



Allen

it according to Allen, who stated that it had been the custom at such events in Michigan to have a most outstanding speaker and a toastmaster who was the intellectual opposite, but that this was the first time complete success had been obtained.

Allen and Gus Langius had arrived in Detroit for the Thursday afternoon meeting but for some reason were misdirected to the Briggs Stadium. Gus insisting that the Mid-West Conference was being held there. Roger kept asking, "Isn't that DiMaggio, and are you sure that this is the Mid-West Conference?"

It was a gratification to the speaker that the architects were favored with presence of ladies. He had come to the conclusion that the architects were not good looking, but that their wives (and wives-to-be) made up for it. His conclusions were that the homlier the architect, the better looking his wife and, as you surmised, Roger's wife is beautiful. A good wife as an asset is something he has long pointed out, particularly to Art Hyde. The toastmaster related an incident of a bricklayer with whom he had been doing business, who was unable to sign his name, so he made two crosses. Lately he used three crosses and when asked the reason, he stated that he was getting up in the world and his wife thought he should have a middle name.

He explained to the guests something about the geography of our state, consisting of two peninsulas, the upper almost entirely surrounded by water, while the lower is almost entirely surrounded by Albert Kahn.

In speaking of the famous Chip Roberts, Secretary of the Democratic National Committee, and architect who received some \$900,000 in government fees, he said that Roberts' reply to this statement by saying that Albert Kahn had received a lot more. However, AK hews to the line and lets the chips fall where they may.

The fifty over-age destroyers came in for discussion and Allen proposed to trade fifty over-age congressmen for the Isle of Madagascar.

Architectural education was also given an airing with the statement that training should include a sideline so architects wouldn't have to go on relief.

The speaker returned to a serious vein when he expressed his thanks to Mr. Saarinen and his appreciation for the opportunity to again visit Cranbrook.

Mr. Saarinen was asked to say a few words and he stated that it had for a long time been his ambition to have The American Institute of Architects hold its annual convention at Cranbrook.

## President Bergstrom

The speech of the evening, and in fact of the Conference, was delivered at the banquet by Edwin Bergstrom, president of The American Institute of Architects. Before speaking on the Preparedness Program and the architects part in it, President Bergstrom touched upon fields of activities of interest to Insti-

See CONFERENCE—Page 29

"My father started practice in 1892, and while he was as good as the average, yet the type of stuff turned out then would make your hair curl. It is probably a fact that thirty years ago such beautiful developments as Cranbrook would have been almost impossible."

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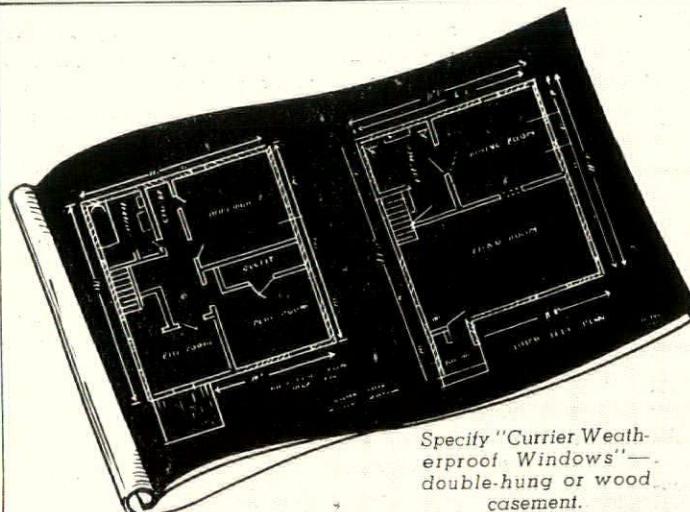
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## CONFERENCE—(Continued from Page 27)



President Bergstrom

tute members, stating that never before were more architects interested in training their successors. Forty years ago President Bergstrom bought a round trip ticket to California, half of which he never used.

He stressed the importance in present day planning, of the architects influence on neighborhoods and the relation of neighborhood to neighborhood.

With regard to the Institute he stated that every effort was being made to simplify its operation and to make it more representative.

"We have not arrived at the final answer yet, though we have gone further in the last five years than in the previous twenty toward the kind of Institute you talked about today," he said.

"I like to think of the architect of tomorrow as a distinguished teacher and practitioner, resulting in a great flowering of talent."

Concerning the "long table" and those who sat around it with him, the president paid tribute to our own Clair W. Ditchy and said, "You too should be proud of him." John Fugard, who was missing at our Chapter's Fiftieth Anniversary Dinner, because of illness, was also commended by Mr. Bergstrom, who stated that he had carried out a difficult duty as treasurer with devotion illustrative of those who have in the past guided Institute affairs toward continued betterment.

## The Preparedness Program

Civilian housing will be the chief task of architects in the national defense program, Mr. Bergstrom said.

Housing operations will be undertaken chiefly to provide quarters for enlisted and for conscripted personnel, for officers and their families, for those engaged in the defense industrial program and their families, and for administration, hospital, mess and other incidental purposes, Bergstrom explains in a survey of the position of the architectural profession in relation to preparedness activity.

"The quarters for Army and Navy enlisted men and officers and personnel with the incidental buildings may be designed by the War and Navy Departments," Bergstrom said, "but it seems likely that the civilian housing will be placed under the jurisdiction of one or more of the other existing Federal agencies having to do with building construction.

## Program Not Set

"The defense housing program is more or less nebulous and in the making. Charles F. Palmer, chairman of the Housing Authority of Atlanta, Ga., has been named very recently as Co-ordinator of Housing. His duties will involve, primarily, the expedition of housing developments which may be undertaken by the Federal authorities in connection with defense activities, particularly with respect to industrial plants. Jacob Crane, former Deputy Com-

missioner of the United States Housing Authority, has been made assistant to Mr. Palmer, and undoubtedly it is intended that the organization they set up will have an important part in the development of the defense housing program.

"There is no present indication, however, that the selection of architects, engineers or contractors for the housing work will pass through their hands, nor is it clear yet how the Federal departments to which housing work is assigned will function with respect to the co-ordinator. The institute's representatives in Washington are keeping in close touch with developments in this important field of service for the architect.

## Project List Not Available

"It is not possible to secure from any of the departments in Washington, or from any central agency, lists of projects of any type under the defense program for which future contracts for architectural services are to be let. This is for reasons of public policy, and because appropriations, defense co-ordination and requirements of an administrative nature are involved.

"It is possible to secure lists of contracts awarded for architectural services, construction work, or general production, by state. Such state lists are available through the departments having jurisdiction of the projects, or through the Office of Government Reports."

To date, construction work announced in connection with the national defense program on which architects are qualified to serve, Bergstrom pointed out, falls primarily within the War Department under the jurisdiction of the Construction Division of the Office of the Quartermaster General and within the Navy Department under the jurisdiction of the Bureau of Yards and Docks.

## Probable Agencies

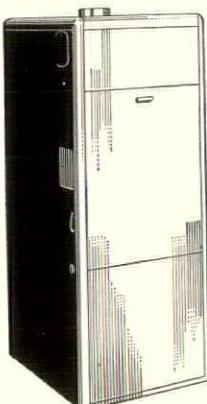
"The total volume of building construction work is not available and in fact is not yet determined," Bergstrom continued. "The Institute has not been able to obtain any estimates of what the aggregate amount of that work may be nor of the amount that will be given out by any department, or in any locality.

"The Federal agency to handle civilian housing has not been announced, but it seems obvious that at least the emergency housing will be placed within the Federal Works Agency, under the jurisdiction of the United States Housing Authority, the Public Buildings Administration, or the Works Progress Administration.

"The United States Housing Authority has already been assigned some housing work in connection with the program, for which it has 'recaptured' funds. Also, it would not be surprising if the Federal Housing Administration functions with respect to a portion of the housing program. Announcement is made that the President has assigned 10 million dollars to Navy defense housing projects, but no particulars are given.

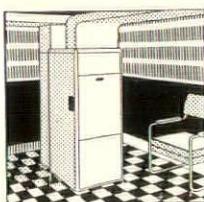
"The laws authorizing expenditures by the War and Navy departments are not alike, and each department has its own procedure concerning work to be allocated to architects in private practice, the methods of selecting them, and the forms and terms of the contracts with them."

And so the Second Annual Mid-West Architectural Conference came to a close following a most enjoyable and productive two days.



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## REPORT OF THE COMMITTEE ON PUBLIC INFORMATION

(To The Board of Directors of  
The American Institute of Architects)

By William Orr Ludlow, Chairman,  
May 1, 1940

The Committee on Public Information believes, as formerly, that a really comprehensive program of information and instruction must depend on the chapters telling their own local public persistently, both the news about architecture and what architects are doing and what is generally news, too—what an architect does for his client.

So the Committee has tried to tell the chapters that the news most acceptable to the press and the public must always be local news about local events and local people, and if the public is ever to know the architect and his work, it must be largely accomplished by the chapters themselves and by the membership at large.

Because of necessary financial restrictions the Committee has tried by economy and by foregoing some valuable activities to carry on a useful work, but the amount available for the committee work of public information, of course, makes accomplishment, commensurate with what might be done and ought to be done, difficult.

Perhaps we are too close to "Public Information" to have an unbiased perspective, but as we have personal contact and considerable correspondence with architects, we get the impression that architects generally consider the "education of the public" not only as of greatest importance to the welfare of the profession, but architects in many parts of this country have the idea that because the architect is something of an unknown quantity to the public, architectural work of many kinds is slowly slipping into the hands of others, and that the necessity of the participation of the architect in building is less and less required. Whether this position is justified we are not here passing an opinion, but we do feel that the situation merits the careful thought of The Board.

The Committee has been asked what would constitute an effective program. We would like to refer to many of the things that the Committee has been trying to do for the past three years, as mentioned later in this report, and say that what has been attempted in a small way ought to be carried on in larger scope, extended and improved, and new items added when funds permit. Among the most important of these we might mention the preparation of a series of brochures on the services of the architect for a very wide distribution to banks and loaning institutions, for Home Shows, architectural exhibitions, for the use of architects with prospective clients, etc. Visiting the chapters by the Committee members, each in his regional district, is also of importance, but cannot be done to any extent until such time as it may be possible to pay travelling expenses. But after our personal contact with architects, particularly in our smaller cities, and after a deal of correspondence, the Committee has arrived at the opinion that our present approach to the problem is necessarily inadequate—it is the approach of correspondence—essential is the approach of contact. Paraphrasing the Chinese proverb—one contact is worth a thousand letters.

Further, in meeting with Institute members personally in some of the smaller cities, the chairman has been impressed with the lack of understanding of what constitutes public information and how public information may be conducted, and so he is led to believe that the imparting of any stimulating de-

gree of enthusiasm for public information must be done largely through the spoken word and by personal impression. He has also found that the points of contact that many of these architects in the smaller communities have with The Institute are so few and so impersonal that vital interest and loyalty is often slight.

Not only is this true in public information but the Committee is persuaded that the whole spirit of the Institute as well as the story and the value of its accomplishments, must be more generally carried to our members through personal contact.

In considering how this might be brought about, we quite naturally turn first to The Institute's own loyal supporters. It is possible that something may be done by organized effort; why not try it?

But it is the conviction of many that there should be appointed by The Institute, through the concerted action and financing by the Chapters, a salaried officer of capability and personality, perhaps for part time service, who could in cooperation with our Publicist bring The Institute to the Chapters and members, as well as public information to the public.

We think that this, too, merits some consideration.

To try to stimulate the interest of the Chapters and to give them practical assistance, the work of the Committee has been largely as follows: It has been fortunate that our Vice-Chairman, Talmage Hughes, who edits the Weekly Bulletin of the Michigan Society of Architects, has kindly published articles, news items, information, which the Committee has wanted to provide to our Local Representatives in all of our Chapters, and has made this material available by putting on his mailing list the names of our Local Representatives, also the names of the officers of the Institute. Mr. Hughes and the Michigan Society have our gratitude.

Further, a revised and extended Suggested Work Program has been sent to the Local Representatives of the Committee in the Chapters, giving many suggestions of possible methods and activities.

There has been a continuous sale and some free distribution of The Institute brochure, "The Services of the Architect." One thousand copies were recently distributed by the Kentucky Chapter at its Home Show. The text of the brochure has also been carried in a number of publications, notably, a brochure on Better Houses, one hundred and twenty-five thousand copies of which are being distributed.

Articles for local publication or suggestion for locally written articles have been sent to our Local Representatives. We have stressed particularly the necessity of locally written articles, or at least a local color being given to more general articles.

Mr. Grady, Publicist of The Institute, has as usual given out for The Institute public information in his remarkably efficient way.

A somewhat extensive correspondence has been carried on by the chairman in answer to requests for suggestions and information from the Chapters and members.

Material for a page on Public Information has been provided for the Octagon.

Particularly have there been numerous requests from the Chapters for suggestions and information in regard to group advertising.

A number of our Chapters have recently adopted this method of telling the public about the value of the architect, and we have found that in this and other connections the passing along of information of successful methods from Chapter to Chapter has apparently been very helpful. The Committee should expand this "clearing house" idea.

From the word had from some of the Chapters and members, the Committee has been led to hope that

See PUBLIC INFORMATION—Page 33

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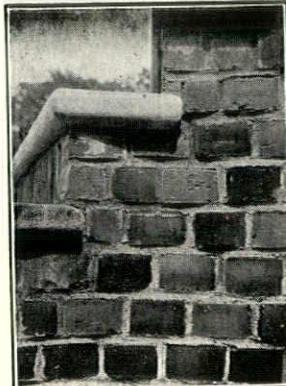
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**PUBLIC INFORMATION**—(Continued from Page 31)

perhaps it has helped to stir some new interest. From letters and reports we learn that a number of our Chapters now have comprehensive public information programs and are conducting the work with great efficiency; this has encouraged the Committee. But, however this may be, we clearly see that the need is imperative, and that the Chapters and the membership of the Institute have a right to expect practical assistance and inspiration from the parent body, and we strongly feel that to meet this demand the work of the Committee must go on this coming year with renewed vigor and enthusiasm.

**ACTION BY THE BOARD OF DIRECTORS  
ON THE REPORT OF THE  
COMMITTEE ON PUBLIC INFORMATION**

The Board recognizes there is a need for maintaining a close relationship between the profession and the public and of appraising the public of the services which the profession is qualified to render and the public's need for that information and that service. It is also aware of the increasing demand of the profession that such publicity be provided. The Committee has offered a definite program for the future; The President is speaking of the subject in his Message to the Convention; The Publicist of The Institute, Mr. Grady, has an important contribution to make; Chapters and State Association members are definitely working on this subject.

Funds are required, beyond the present capacity of The Institute, and its Chapters and State Associations to provide. Where and how may the funds be obtained?

The subject is so pertinent and important that The Board is putting it before The Convention:

First—At a meeting of the Chapter officers, State delegates, and Chairman and members of the Committee on Public Information, and the Publicist, at a luncheon on Wednesday noon. The discussion at this luncheon will be preliminary to the Round Table discussion in the afternoon.

Second—At a Round Table discussion on Wednesday afternoon, at which Mr. Edmund R. Purves will preside. The broad subject of the Round Table will be "The Relations of the Architectural Profession to Society." Public Information is an important by-subject of this.

The discussion at the Round Table will include considerations of all the suggestions noted above and others that will certainly develop from the discussion. From all these there should come forth a definite policy and a plan for carrying it out, which the Chairman of the Round Table may lay before the Convention the next morning.

Hence The Board is not offering any definite resolutions, but reiterates its complete approval of the desirability of a definite and workable Public Information program, that will be a single program, with a single directing head, responsible to The Board.

---

**THANK YOU**

Mr. E. Milton MacMillan of Cleveland, associate editor of the *Ohio Architect*, reporting in that publication lists among "Just things we have been wondering about":

"Why have some state societies such as in Michigan, been able to accomplish a great deal, while others, such as Ohio, not so much?"

---

Wirt C. Rowland is enjoying a vacation at the California World's Fair. He writes, "This is an astounding place. It exceeds my expectations and I wish all could see it. Regards to all."

**U. OF P. TO CELEBRATE  
BICENTENNIAL**

A series of symposia in the Fine Arts will be conducted at the University of Pennsylvania on September 16, 17 and 18, during a Bicentennial Conference arranged on commemoration of the 200th anniversary of the University's origin.

Opening the series at 3:40 o'clock on Monday afternoon, September 16 will be a symposium at which the general subject will be "New Light from Old Lamps; Archaeology and the Humanities."

Dr. Leicester B. Holland, Chief of the Division of Fine Arts in the Library of Congress, and Professor of Fine Arts at the University of Pennsylvania, will preside, and the opening paper on "Revelation of the Ancient World" will be delivered by Dr. Carl W. Blegen, Professor of Classical Archaeology and Fellow of the Graduate School of Arts and Sciences, University of Cincinnati.

Other papers will be presented at the first symposium by Dr. Rhys Carpenter, Professor of Classical Archaeology and holder of a Julius and Sarah Goldman Grant at Bryn Mawr College, whose subject will be "The Vision of Ancient Life;" Dr. Charles R. Morey, Marquand Professor of Art and Archaeology, Princeton University, "The Vision of Ancient Art," and Francis H. Taylor, Director of the Metropolitan Museum of Art, "Ancient Art in the Light of the Present Day."

At a symposium to be held at 10:40 o'clock on Tuesday morning, September 17, the general subject will be "The Influence of Social Organization on the Arts."

Presiding at this second symposium will be Dr. Waldo G. Leland, Director of the American Council of Learned Societies, while the list of speakers and their subjects will include Dr. Dixon R. Fox, President of Union College, "The Social Background of History;" John E. Burchard, Director of the Albert Farwell Bemis Foundation of the Massachusetts Institute of Technology, "The Effect of Economics on the Arts;" Dr. Leopold Arnaud, Professor of the History of Architecture and Dean of the Faculty of Architecture at Columbia University, "Social Organization and the City Plan," and Dr. Theodore Spencer, Regius Professor of English Literature, Cambridge University, and Associate Professor of English, Harvard University, "The Influence of the Arts on Social Organization."

The final symposium of the series will be devoted to a discussion of "The Development of Metal as a Structural Element in Architecture" and will be held at 3:40 o'clock on Wednesday afternoon, September 18. Dr. Charles D. Maginnis, past President of the American Institute of Architects, will preside.

In addition to Joseph Hudnut, who is Dean of the Faculty and Professor of Architecture at Harvard University's Architectural School, speakers at the final symposium will be Frank Lloyd Wright, who conducts the Taliesin School for the study of architecture and the allied arts, in Spring Green, Wis.; Frederick H. Frankland, Chief Engineer of the American Institute of Steel Construction, and Dr. Harvey W. Corbett, practicing architect, of New York City.

Dr. Hudnut's subject will be "The Development of Iron and Steel as Structural Elements in Architecture," while Mr. Wright will discuss "The Aesthetic Aspects of Steel Construction," and Mr. Frankland, "The Engineering Aspects of Steel in Structures."

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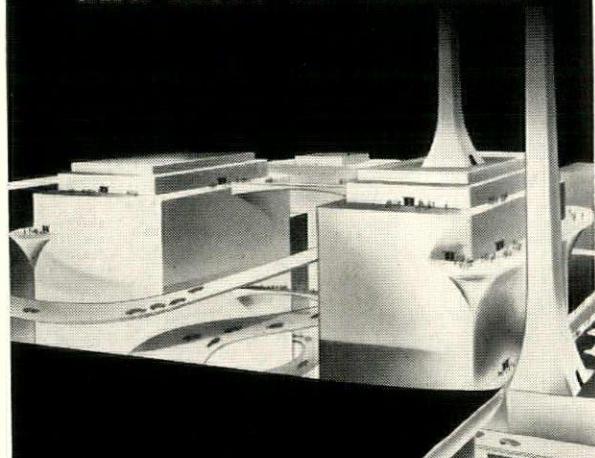
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## JERRY BUILDING

In the following news release, Mr. William Orr Ludlow, points out some very vital facts regarding building procedure—an example that might well be followed by other architects.

"Property values and even lives are being imperilled by shoddy cheaply constructed houses and other buildings that are now being built in great numbers all over the country," is declared in a recent statement by William Orr Ludlow, member of the Committee on Public Information of The American Institute of Architects.

Commenting further, Mr. Ludlow says: "The average purchaser of a ready built house, has no means of knowing what he is really buying. He has no expert knowledge of materials and methods, moreover, he sees merely the outside of things; the same man would not buy a barrel of apples if he could see only a few apples on top.

"Most cheap building is built to sell immediately, for the speculative builder cannot long afford to own a structure which deteriorates so rapidly that it is soon a heavy liability. Paint and plaster easily conceal defective workmanship, and then the builder unloads the building on some uninformed person.

"If he employs an architect at all, he refuses to engage him to superintend the construction, first because it costs money, and, second, because he, as builder, wants to construct without suggestion or interference.

"Moreover, he insists that the architect shall plan and specify the cheapest methods of construction possible, and, as the plans must pass the Bureau of Buildings, where such exist, he often tries to use various means of persuasion with those responsible for granting building permits, as well as with those whose duty it is to pass upon the construction as it progresses.

"He then proceeds to let the subcontracts for plumbing, heating and electric work by the process known as 'bid peddling.' He takes the bid of the lowest bidder to some other bidder and tells him that if he will reduce his figure lower than the lowest bid he can have the job. This usually works, as there is always some one who will take the job below cost with the idea of making up his loss by cheapening the work.

"I have seen attempts to save money by splicing steel girders at the center of their span, by using concrete with only a small proportion of the cement demanded for safety, and other evasions of law and common safe practice. The public should be made aware that these things are not uncommon with cheap buildings.

"I do not mean to say that all ready made buildings are badly built. Some good houses are built on speculation, but the trouble is that the average buyer, without any expert advice, cannot judge the quality of his purchase, and is usually, therefore, buying a pig in a bag. He may be paying too much, or he may be getting a house, which in a short time, due to deterioration, may be a heavy liability.

"The best way, of course, is to have the house planned by an architect to fit the owner's definite requirements, have the architect get competitive bids from builders, and have him superintend the construction. Mr. Ludlow concludes:

"There is only one way that I know of for an owner to get his money's worth, there is only one way that I know of to bring about a condition where dishonest buildings will be neither bought nor built—that way is to employ an architect, if possible, but in any event to deal only with reputable and efficient men, be they architects, contractors, subcontractors or mechanics, and pay them a reasonable compensation."

## HOME

From the Citizens' Housing and Planning Council of Detroit

Such a beautiful house! they said as they passed  
Who is responsible for it? they asked  
Such a simple design, with white wood glowing—  
A low picket fence, soft curtains blowing—  
A garden in back, and flowers growing—

The Architect said, It is my design—  
The colonial tradition, each curve and line

I built it, the contractor then insisted  
Design is no good without my aid enlisted

But I had a part, said carpenter, bricklayer,  
Plumber, cement mixer, excavator

Without paint, said another, your house is no good  
In a few years' time, you have rotting wood

And what about me, the decorator pouted  
And me, the landscape gardener shouted

And how about sidewalk and streets, asked the city  
Your house without gas and lights? What a pity!

I contributed furniture—tables and bed  
The pompous and wealthy store-owner said

It was all my idea to build, said the wife  
I've dreamed of this house all of my life

But, said the husband, it would have been funny  
To build a house without my money!

If I hadn't come, said the tiny tot  
You wouldn't have needed a house and lot!

Though the claims of the builders must all be heeded  
That brick and mortar and plaster are needed,  
The ideal of the "houser" has ever shown  
It is never money or riches alone  
But the LOVE for a house that makes it home.

M.W.D.

## U. of P.—(Continued from Page 33)

the Modern City," will be the subject of the final paper, which will be presented by Dr. Corbett.

In addition to the three symposia the program in Fine Arts will include a lecture on "Third Dimensional Photography," which will be given in the Art Alliance on Wednesday night, September 18, by Professor Clarence Kennedy, of Smith College.

The five-day Bicentennial Conference at Pennsylvania will form part of the University's Bicentennial Week Celebration and will be featured by series of symposia and general sessions in Religion, the Medical Sciences, Social Sciences, Humanities, and Natural Sciences, as well as in the Fine Arts.

Membership in the conference, which will carry with it the privilege of attending the symposia and general sessions, will be open without charge, upon application and within the limit of accommodations, to those interested in the program.

Applications for membership should be addressed to the Registrar of the Bicentennial Conference, whose office is in Houston Hall, University of Pennsylvania.

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## POPULAR PROFESSION

One of the outstanding non-partisan surveys of college training has just been completed by **The Architectural Record**. This professional journal, long a bible to students and architectural leaders alike, in turning its staff toward a survey of the status of recent architectural graduates, has touched a note often sounded at Architectural Meetings.

One of the main purposes of the **Record** analysis was to discover how well the student's formal academic training has fitted him for professional practice. Of more general interest than are the percentages of replies of graduates favoring certain definite alterations of courses is the fact that fifty-five per cent of the reports received by the **Record** suggested that the architectural curriculum be "brought down to earth."

Gratifying to learn is the fact that only five per cent regretted having chosen architecture as their life's work. Collectively they are not making as much money as they expected to but nonetheless they like it: "mostly because at its worst it is more satisfying than most of the dull things men do."

"Assuming that the replies mirror the general status and opinions of recent architectural graduates, several interesting and illuminating conclusions can be drawn:" (1) The architect has no easy sledding after graduation but in three cases out of four he soon finds work in architecture or in building fields closely related to it. (2) A majority of architectural graduates see the need for important changes in education, six out of seven would make some changes. (3) There is a definite student recognition of the obvious gap between the theoretical training of the schools and actual experience in the building field. (4) Architecture is popular with nineteen out of twenty graduates.

## OHIO ARCHITECTS

TO HOLD CONVENTION AT COLUMBUS,  
OCTOBER 4-5

The Annual Convention and Exhibit of the Architects' Society of Ohio will be held at Columbus, at the Deshler-Wallick Hotel, on October 4 and 5. A well-represented gathering of architects from all parts of the State is expected to be in attendance at this meeting, when matters of vital importance to the profession will be discussed and acted upon. Ralph C. Kempton, executive secretary, invites all registered architects, whether or not they are members of the Association, to prepare now to attend, as one of the most interesting programs of business and entertainment ever arranged for has been planned for this Seventh Annual Meeting of the Ohio Society.

Mr. Emery, of the Columbus Dispatch, much sought-after speaker, has been engaged to address the convention delegates at the annual banquet.

Mr. Kempton suggests that architects who are planning to attend this convention make their reservations early, so that the proper accommodations might be made for the Purdue-Ohio State football game which they will attend in a body on Saturday, October 5.

One of the features of the convention will be the Building Material Exhibit, which will be held in the Hall of Mirrors of the Deshler-Wallick Hotel. Building material distributors and manufacturers wishing to display their products during this two-day architects' meeting are invited to make reservations now with Mr. Ralph C. Kempton, A. I. U. Building, Columbus, Ohio.

## WHAT IS THE MICHIGAN SOCIETY DOING?

Read the Bulletin—and pay your dues, \$3.00 to March 1, 1940.

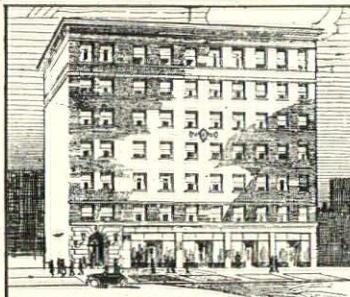
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WEEKLY BULLETIN

## ARCHITECTS' REPORTS

**AGREE, CHAS. N.**, Book Tower, Detroit.

Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich. Bids closed.

Prep. plans for 1000-seat Theatre, Woodward and Six Mile Road.

**BENNETT & STRAIGHT, 13526 Mich. Ave.**

Sketches—2000-seat Theatre, 30 Bowling Alleys—Ford Foundation, Midway Theatre Corp., owners.

Bids closed—McFarlane Funeral Home.

Theatre, Birmingham, Mich.—Mech. tr. let to Peter Eddy.

**DEROSIERS, ARTHUR, 1078 Macabees Bldg.**

Plans for Bible School—Temple Baptist Church.

Greek Orthodox Church of the Assumption—Bids closed. Held up.

Church, Lexington, Mich.—Con. let to Denis O'Connor, West Branch, Mich.

**DIEHL, GEO F., 120 Madison**

Rectory, East Side—Bids closed.

Rectory, N.W. Detroit, Bids closed Sept. 24.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**

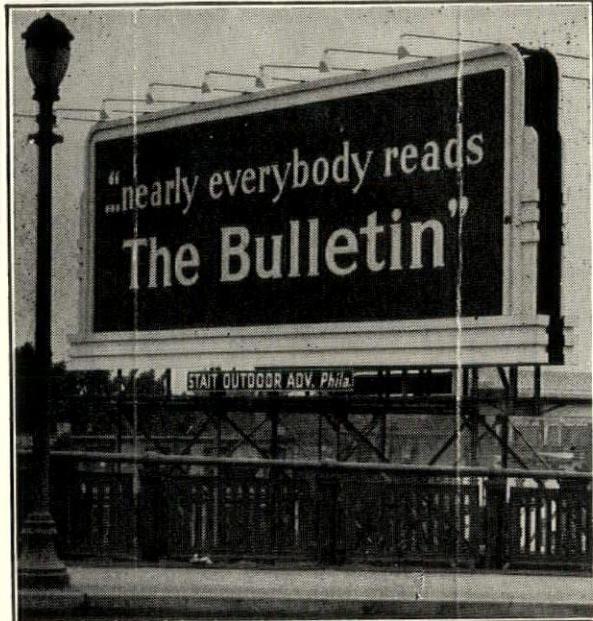
Bids due Sept. 19—Office Bldg. & Garage Bldg.—Howard Sober Inc., Lansing.

**MALCOLMSON, CALDER & HAMMOND, 1217 Griswold**

Prep. sketches for add. to Dexter Baptist Church.—Held over.

**McGRATH & DOHMHEN, 3648 Mt. Elliott**

Plans for Alpena High School, to cost \$550,000.

**MERRITT & COLE**—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church., Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Bethesda Lutheran Church, Evergreen Rd.—Con. let—Masonry, Misch-Gellasch, Carp., O. Sauer, Plbg. E. E. Williams.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

Plans for Res. & Medical Office, 7 Mile Rd.

**WRIGHT & ROGOVY**—929 Fox Theatre Building

Bldg. Boyer's Haunted Shack, Gd. River & Oakman.

Con. let to A. J. Stock.

Taking fig. Sept. 25—Mel Theatre, Melvindale,

**WEST, ROBT. J.**—512 United Artists Bldg.

Taking bids Truth Evang. Lutheran Church.

Taking Bids Holy Cross Evang. Lutheran Church.

Holy Cross Parsonage awarded to Fred Weiss.

Prep. plans for 5 gas stations for Citrin & Kolbe Oil Company.



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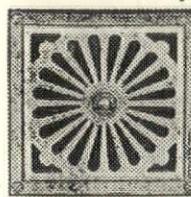
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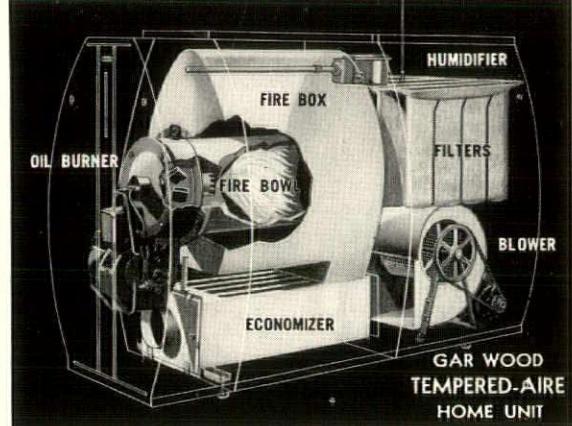
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## GAS IS BEST FOR Automatic WATER HEATING

All the hot water a family can use, 24 hours a day, day in and day out all year 'round. An automatic Gas water heater maintains a constant supply of piping hot water, always ready for ordinary daily needs and emergency uses.

Constant hot water is one of the greatest of today's home comforts. A valuable health safeguard, too.

An automatic Gas water heater is moderate in first cost, trouble-free in operation, completely dependable. Recommend and use automatic Gas water heaters.

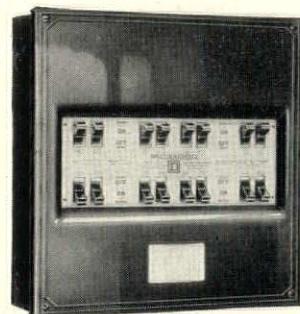
**MICHIGAN CONSOLIDATED GAS COMPANY**



# FOR EVERY USE

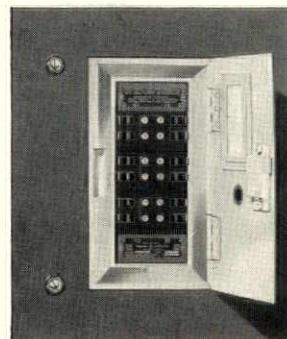
*There is a*

## **SQUARE D MULTI-BREAKER**



When you design a small summer cottage, a modern home, an industrial plant, or an office building, you will find that Square D Multi-breaker devices will provide control for electrical circuits at surprisingly low cost. Your customers will appreciate the modern convenience and protection of the Multi-breaker.

When an overload or short circuit causes the Multi-breaker to open a circuit, the service can be quickly and easily restored by moving the handle to the "reset" position, and then to the "on" position. There are no parts to replace.



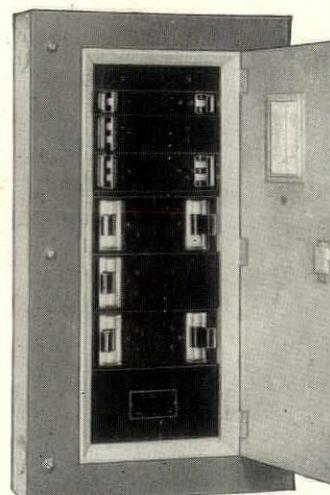
Illustrated on this page are five and sixteen circuit load centers, a lighting panelboard, and the new type MH distribution panelboard. Multi-breakers are rated for 115/230 volt or for 230 volt A.C. systems, in capacities from 15 to 100 amperes.

### REWIRING JOBS

The use of the new thin wall wire permits more wires in existing conduits. Because of the compactness of Multi-breaker units, Multi-breaker lighting panels and distribution panels will accommodate the additional circuits made possible by the new wire. Up to 50% more circuits can be provided by using Multi-breaker panel interiors in existing boxes. For such installations, a special front made to fit the old box is furnished.

Call In a Square D Man!

**SQUARE D COMPANY**  
ELECTRICAL EQUIPMENT  
SWITCH AND PANEL DIVISION  
6060 RIVARD ST. DETROIT, MICH





## *The lady, too, is* **ARCHITECTURAL CONCRETE**

Concrete is adaptable to practically any shape or form, making it the ideal medium of design. The new Lansing Waterworks, for example, was designed in concrete; walls, frame, floors and detail including sculptured figure were formed as one economical, firesafe unit.

Concrete offers not only new beauty but economy of first cost and maintenance for your new factory, office, store or public building. Helpful manual, "Forms for Architectural Concrete" or other literature on request. See Sweet's 4/48.

### **PORTLAND CEMENT ASSOCIATION**

Dept. W9d-5, Olds Tower Bldg., Lansing, Mich.

*A national organization to improve and extend the uses of concrete...through scientific research and engineering field work*

● Lansing, Mich., Waterworks. The 32-ft. sculptured figure was formed against a plaster waste mold. Designed by Board of Water Supply and Electric Light Commissioners, Claude Erickson, engineer; Black & Black, consulting architects; Alvord, Burdick & Howson, Chicago, consulting engineers.